

*Southwest*

JUNE  
1937

20  
CENTS

# BUSINESS

OFFICIAL PAN AMERICAN EXPOSITION MAGAZINE

## PAN AMERICAN EDITION

Section I

### *In This Issue . . .*

Frank L. McNeny

Frans Blom

Jan I. Fortune

P. F. Healy

Wm. H. Furlong



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By PAUL R. CLEGG



## **. . . . Inter-American Peace and Friendship**

Following the Inter-American Peace Conference at Buenos Aires in 1936, it is fitting that the Pan American Exposition in Dallas should celebrate this new era in Inter-American friendship. . . During the Exposition the Pan American Games will further encourage and develop this Inter-American friendship by bringing together the outstanding athletes of the Americas, and will leave in its wake a lesson in good sportsmanship that comes from friendly competition in striving for victory. . . It is with this in mind that the First National invites you to visit Dallas and the finest friendship festival ever staged.

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# Southwest BUSINESS

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*Editor's Note:* Because the Pan American Exposition is too broad a subject to be covered in one issue of *Southwest Business*, the Pan American edition of *Southwest Business* is being published in two sections. The June issue is Section I; July will be Section II. The July section will continue the story of the All-Americas' Fair and will also emphasize South American subjects.

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SOUTHWEST BUSINESS « JUNE, 1937



*More than Satisfaction*



*The  
outside  
of a horse  
is good for  
the inside  
of a man*

**RIDE  
HORSEBACK!**

**N**OTHING IS MORE EXPRESSIVE of legendary Texas and the Southwest than good horses and good saddles.

JUMBO Saddles have grown up with these fearless, two-fisted riders of the range. No saddle better expresses the sentiment of the West nor more fully meets the exacting demands of its accomplished horsemen than their lifelong favorite, JUMBO.

To our many Texas friends and others visiting the Greater Texas and Pan American Exposition in Dallas, we cordially invite you to visit our factory and inspect these fine JUMBO Saddles which for sixty-eight years have been first choice of good horsemen in the Southwest.

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DALLAS, TEXAS

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# Southwest . . . BUSINESS

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VOLUME 16

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NUMBER 5

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## Showmanship in Neighborliness

By FRANK L. McNENY

Director General of the Pan American Exposition

"THERE'S a reason" is an advertising slogan that once took America by the ears. Twenty years ago these potent three words came from the lips of men, women and children all over this country. Today they are still a living reality behind all worth-while endeavor.

When the patriotic citizens of Texas began to formulate plans for the Greater Texas and Pan American Exposition, the New World's only international fair of 1937, they cast about for a really great "reason." They found it in the intangible, but warm and living sentiment of *neighborliness*.

The creators of the exposition decided to direct this sentiment toward our fellow countries of the two Americas, and to express it in both practical and artistic ways. They felt that being a good neighbor means more than merely living next door and minding one's own business. It involves compatible relationships, and sympathetic understanding of the people on the other side of the fence. It should not imply the desire to meddle in these people's internal affairs, or to

assume any of their responsibilities. It should have spiritual meaning, however, like active friendship that produces reciprocal benefits.

President Franklin D. Roosevelt espoused the "Be-a-Good-Neighbor" policy before the Inter-American Peace Conference at Buenos Aires last December. His declaration came as the culmination of a feeling and policy that has been growing and developing for longer than a century. Other presidents from James Monroe down to Herbert Hoover and Mr. Roosevelt have promulgated the same policy for the nations of the Western Hemisphere. From time to time definite forward steps have been taken to promote it, and to defend the tranquillity existing between the Americas.

It is interesting to trace the course of development of good feeling among the peoples of Latin America.

The Monroe Doctrine fathered Pan American fraternity. Later, in 1823, a conference of the Americas was held and Pan Americanism really took root. At the conference resolutions were adopted on

such subjects as compulsory arbitration, the need of reciprocal treaties for customs, protection, commerce, freedom of navigation, monetary union, patents and trade marks. From this union arose the idea of constituting a league that would join the nations of the Americas in a material sense, and that should, apart from symbolizing their good will and desire for peace, serve to guide commercial, social and cultural currents to flow down the whole length of our continent, from the uttermost confines of Canada to the banks of the River Plate.

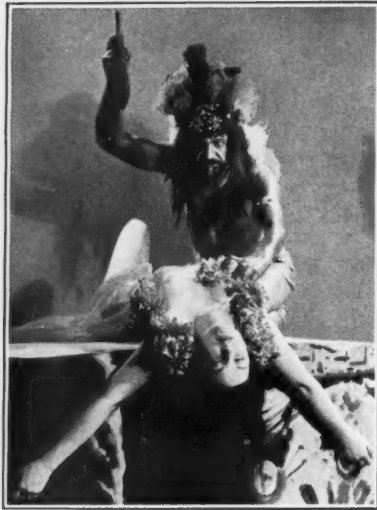
At this time it was decided to build a railroad that would join all nations of the Hemisphere. The National lines of Mexico resulted. Again in 1901 the nations met in the City of Mexico in conference and those things of importance a hundred years before were reconsidered. The projection of many railroads was the result. Since that day Pan Americanism has been flourishing and we believe it is to flower fully in 1937.

The new Pan American Highway from

(Continued on Page 41)







*Sacrifice to the Sun*

LAST year the Texas Centennial Exposition produced the "Cavalcade of Texas" and startled the show world—and — incidentally — themselves. "Cavalcade" was designed from the beginning to be the featured attraction of the big celebration, of course, but not even the Exposition's officials who put up the \$195,000 for the big outdoor drama expected it to be the howling success which it became almost overnight.

*I use the word "howling" advisedly.*

For after the show had opened, following many delays and much production grief, only "howling" could signify the shouting acclaim with which the story of an Empire on Parade was received by the million and a quarter people who jammed the turnstiles and fought to get into the grandstand during the six months run of the show.

There was never anything approaching calm around the "Cavalcade" lot. Dull indeed was the day when at least three women failed to faint from excitement. Rangers were always kept on special duty around opening time each evening because fistfights were the order of the occasion, and sorry was the performance if there were no near riots of would-be patrons outside the gates before the final curtain.

Before 1936 there had been historic pageants of World's Fairs. Then there was the Centennial and the "Cavalcade of Texas" and all at once the historic pageant became as *passé* as an ox cart. "Cavalcade" set a new all-time high in both gate receipts and attendance, far outstripping the famous "Wings of a Century" at Chicago's A Century of Progress. H. A. Hungerford, who wrote and produced "Wings," journeyed to Dallas to see "Cavalcade" and remarked when it was over that "one lives and learns."

# Cavalcade of the Americas

## UNROLLS 500 YEARS OF HISTORY

By JAN ISBELLE FORTUNE

Author "Cavalcade of Texas," "Cavalcade of the Americas,"  
"Cavalcade of Virginia"

Mr. Hungerford wasn't the only person who had learned something from "Cavalcade." The production gave to dramaturgy three outstanding technical properties never before employed in this type of drama. These were the use of the wagon stage, the water screen, and the synchronization of sound and action on the world's largest stage.

The wagon stage and water screen created a tempo which was breathtaking, because they permitted the rapid movement of scenery and cast with never an instant's pause or let down.

The synchronization of voice in the sound room and action on the world's largest stage made an otherwise ordinary pantomime of movement and color into a real, gripping, dramatic story of the men and events which have made Texas; it was the human-interest drama of a country and its thrilling struggle for liberty.

The "Cavalcade of Texas" was *Texas*. It became the living symbol of the one-time Empire, and the essence of all the Centennial Exposition sought to present to the world on the celebration of her hundredth anniversary of freedom.

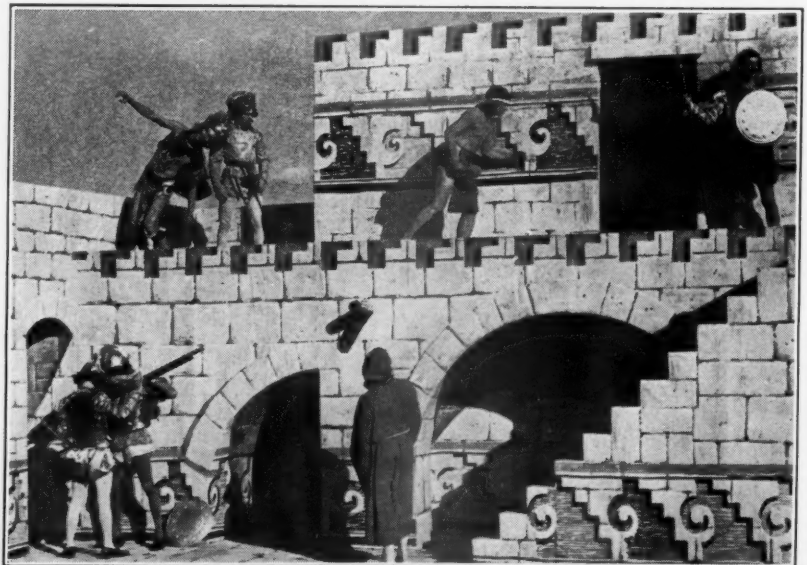
This year of 1937 sees the Pan American Exposition presenting the story of

the struggle, growth and liberation, not of one country or one nation, but of the entire Western Hemisphere. The new show is called "Cavalcade of the Americas," and it traces in an hour and a quarter of dramatic and spectacular scenes, the background, the social development, and the advent of political freedom on the two American continents.

The story opens full stage in the year 1400 A. D. with the Aztec civilization at its peak in Tenochtitlan, now known as Mexico City, a scene of barbaric splendor. In the background is the ever-burning volcano, Popocatepetl, with wisps of fire rising slowly from its crater. On the hilltop is the bloody sacrificial stone, the great drum, and the hideous serpent god who demands living victims to appease his wrath.

The sound of the sacrificial drum is over all the stage, a sort of hypnotic overtone which gives to the people a feeling of exaltation, as they move forward toward the pyramid to the Sun, the sacrificial Virgin, flower-decked, between them. From the Virgin's shoulders trails the exquisitely fashioned feathered cape of many colors. She mounts the steps to the altar, where the grim-visaged

*Aztec palaces have been reproduced*







*Popocatepetl provides Cavalcade's prelude*

priests await her coming. Her robe is taken from her and she lies obediently upon the stone, her white breast bared for the plunge of the keen blade which seeks her heart as sacrifice.

A breathless silence broken only by the sudden ominous rumbles from Popoca-

ca by Columbus on October 12, 1492, and the "Cavalcade of the Americas" is under way.

The stage, which has been remodeled for this production, presents a great arm of the sea on the left, and here, riding in miniature in the moonlight are first sighted the three ships of Columbus, the Nina, the Pinta and the Santa Maria. Indians on shore watch with amazement the riding lights of these strange sea serpents. Distantly is heard the exultant shout: "Land! Land ho!" the boom of the cannon and the sound of reverent voices singing. The new sound set-up permits these voices to move across and off the stage. Then in full rides the Santa Maria, an exact reproduction and built to scale. The first white man has landed at San Salvador; Spanish conquest has begun.

A flash scene presents Balboa on the peaks of Darien gazing at the limitless stretches of the blue Pacific, taking possession of it and all the shores washed by its mighty waters in the name of the King of Spain.

Then the scene shifts to Mexico City again, ancient Tenochtitlan on its lake island, where the Conquistador Cortez is to fight his way out across the causeways, after having captured and conquered the great land of the Emperor, Moctezuma. The flower-hung, flat-roofed houses of Moctezuma's land; the barbaric and colorful costumes; the strange and weird rites of an otherwise highly civilized race, are all presented in this scene, which ends dramatically when Cortez and his Conquistadores fight their way up the sacrificial hill, throw down the blood-smeared idol and rear in its place the snow white cross of Christianity.

The fifth scene takes place in New Granada in 1607, the same year when

John Smith founded Jamestown on the North American continent. It shows the cruel dominance of the Viceroy of Spain and the living death which is being dealt out to the Indians in the Spanish greed for gold from the Andean mines.

The story then moves to the scene of the Boston Massacre, goes immediately into Patrick Henry's *Liberty or Death* speech in St. John's Church in Richmond, Virginia, which is followed by darkness, the sudden martial call of "Arms!" on the bugle, the rattle of drums and the shrill cry of the fife as America goes into action for liberty.

The surrender of Cornwallis at Yorktown and the inauguration of George Washington conclude this sequence, and we move back into South America to the Province of Tungasuca, where Tupac Amaru, last of the Inca chieftans, leads an unsuccessful rebellion against the tyranny of Spain and pays for his courage with his life. But the spark which Tupac Amaru lights is destined to fire all of South America. Other leaders rise up to take his place: Bolivar and San Martin, great liberators.

The denouement of the South American cycle comes in the Battle of Ayacucho in Peru, December 9, 1824. In a full stage action of sound and fury the Royalist cause is forever lost and freedom and liberty are triumphant.

The famous Dice Game of Chihuahua begins the story of revolt in Mexico, and weaves in the Texas and Anglo-American influence in the person of the bold and

(Continued on Page 31)

### *Homesick for Spain*



*In Colonial Days*

tepetl; the knife descends swiftly as the noise and uproar from the crater grow greater, until with a last deafening burst of sound, the lights are out and only the flame and thunder of the erupting volcano is visible on the stage.

We have here set the stage for the coming of the Conquistadores and given a representative picture of one of the three foremost civilizations which inhabited the hemisphere during the pre-discovery period.

Narration immediately picks up and sets the scene for the discovery of Ameri-



*Past Meets Present*  
at the Americas' Fair

By FRANS BLOM

Director of Middle American Research,  
Tulane University

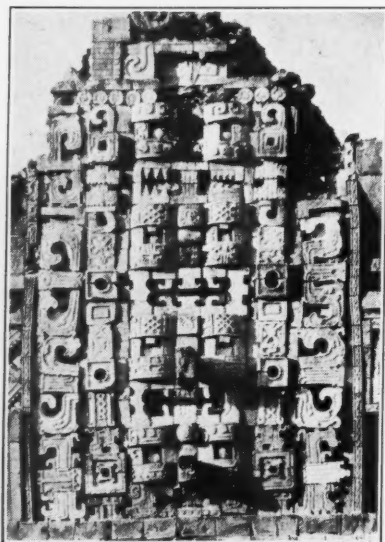


Frans Blom

A THOUSAND years ago the plaza of some great stone city in the jungles of Central America was alive with activity. The great fair of the year was in progress. From far and near had come traders and tourists: those on business and those on vacation. Everywhere was an under-current of excitement. Solid, stolid Maya Indians who were never very noisy now permitted themselves to speak almost loudly. Everywhere there was something to see, something to marvel at. Look at this graceful clay pot! Here, see this exquisitely-carved marble vase, brought from the distant Ulua valley of Honduras.

The Maya men and women attending that great fair ten centuries ago had no idea this selfsame pottery and these identical marble vases would—in 1937—be admired by white people of a nation centuries from being born . . . white men and women, tourists and traders, attend-

*The Maya had no metal tools, and lived for that reason in what the world likes to call the Stone Age, but Maya architects designed and Maya craftsmen built huge stone cities whose buildings bore magnificent decoration, such as this, a facade at Uxmal ruins in Yucatan.*



ing a great fair in a great city of North America.

But pot and vase, statuette, implement, art and handicraft of those long-dead Maya once more are part of a fair. The undreamed has come to pass. The things that caught the eye of those ancient Americans will catch the eye of Americans of 1937, in the Pan American Exposition in Dallas this summer.

Because the right and left wings of the Texas State building, the most central part of the centermost structure of the exposition, will house an exhibition of the archaeology and ethnology of the ancient Maya or lower Mexico and Central America; and of the Colonial period in that region, when the iron heel of the Spanish conquerors was grinding upon the necks of the Maya; and, too, of the Liberation period, when the new nations of the Caribbean were flinging off the yoke of Europe.

In those two wings of the permanently-constructed Texas State building will be housed a Pan-American Historical Exhibit that promises to attract millions of the Dallas fair's visitors.

The Department of Middle American Research of the Tulane University of Louisiana, in New Orleans, has accepted the invitation of the Pan-American Exposition to install and maintain such a display in the central building of the exposition.

More than 6,000 square feet of floor space will be filled with beautiful display cases, housing priceless relics of America's past. Chiefly, the display will center about the most amazing and most important culture of America's past: the Maya Indians who inhabited what is now Southern Mexico, Yucatan, Guatemala, British and Spanish Honduras, and El Salvador.

### Past meets present in Dallas

Prize pieces will be stripped from the museum and library of the Department of Middle American Research on the Tulane campus to make the most interesting exhibit possible at the Pan-American Exposition. Yet so crowded is the Department's museum in New Orleans that displays enough to fill 6,000 square feet of floor space in Dallas will hardly

be noticed, save that the very best and most attractive objects will be gone from Tulane for five months.

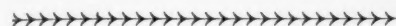
The Department of Middle American Research, incidentally, will have a double-barreled exhibit at the Dallas fair this summer. Not only will it occupy right and left wings of the Texas State building, but it will have some of its better pieces—from an artistic viewpoint—in a nearby showing, the Hall of Fine Arts. Here, in the central section of that Hall, it will join other leading museums of the United States in depicting American art of past and present, associating in this display with such outstanding centers as the Museum of Natural History in New York and the University Museum of the University of Pennsylvania, in Philadelphia.

In 1924 the Department of Middle American Research was organized at Tulane University to conduct advanced investigations into the archaeology, history, natural history, geology, geography, ethnology, physical anthropology, and a host of other fields of Middle America.

*Maya architecture was a thing of beauty and a joy forever in the heyday of that culture in Yucatan, where this photograph of part of a ruined building was made.*



Centuries after their civilization was destroyed by the organized forces of slaughter from Europe, the Maya people still live in Central America. At the right, top of the column, is a Maya of today, standing beside the stone ruins of one of his forefathers' great cities. Below are other prized Maya objects which will be shown by Director Frans Blom at the Pan American Exposition. All illustrations used in connection with this article through the courtesy of the Department of Middle American Research, Tulane University.



And "Middle America" was its arbitrary definition of the vast area including all of Mexico, Central America, and the West Indies.

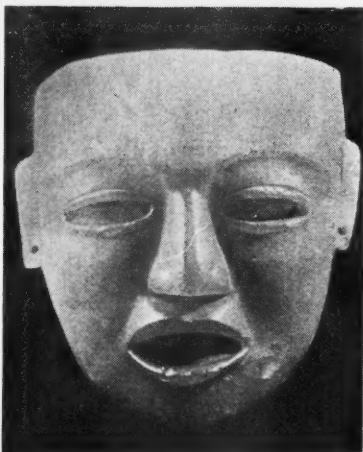
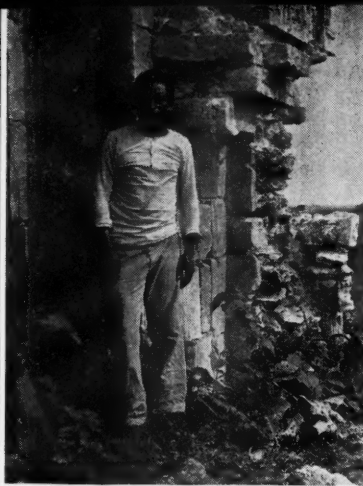
Since its founding it has grown by leaps and bounds, until today it is in a commanding position among other research divisions in American scholarship.

The greatest mystery that confronted it was an entire civilization, from top to bottom—the Maya. Something was known of these astonishing people, but not much; people who could live in the stone age (by having practically no knowledge or use of metals), yet have built a culture that was the equal of Europe's civilization at the time Columbus reached the New World in every respect save this—that the Maya did not have horses, nor gunpowder and weapons of steel for wholesale slaughter. It was this lack that was most important in spelling their doom. No scientific achievement, no intricate knowledge of higher mathematics, no splendid architectural ability could hope to compete successfully with the trained murderers from Spain, with the terrifying charges and their flashing Toledo blades and roaring cannon.

So the mystery of the Maya has been one to which the Department of Middle American Research has devoted much of its energy since it was founded. It has been an eminently worthwhile study, and the results of some of this intensive investigation will be on view in the Pan American Historical Exhibition in the center of the Dallas fair.

The Maya nations were the most highly-civilized peoples of ancient America. They have been called the Greeks of America, and the comparison is apt.

The civic organization of the Maya was amazingly developed. They had an elaborate system of numbers. They possessed a complete calendar which was accurate ages before the Spaniards arrived and still functions perfectly. Their system of writing was an ancient one. They were the world's most accomplished astronomers, in their heyday. Extensive trade-routes were established over which their merchandise was carried for great distances, along the seacoasts and by land—sometimes over broad, straight paved highways. The arts flourished, and the archi-



tectural remains found to this day in ruins throughout the Maya area testify to their skill as builders.

All the bordering nations, such as the Zápotec and the Aztec to the north and west, the Chorotéga and others to the south and east, adopted features of Maya art, religion, calendar, etc., though in many cases the adaptation was not complete. Just as the Romans adopted many of the features of the Greek culture, and these features thus were transferred to our present-day European culture (note, for example, the huge quantities of oversized and heavy Greek columns that disfigure our public buildings to the point of monotony), so the Aztec adopted the Maya calendar though they failed to understand its complete system.

The Maya were chiefly an agricultural people. Their principal crops were maize (corn), beans, and squash. Their social organization was grouped about cities, in which the public buildings—such as temples, palaces and ball-courts—were built of limestone blocks laid in mortar.

Many temples were raised on the top of truncated pyramids, but it should be noted that as yet we have not found a single true pyramid in ancient America. In Egypt the pyramid was a true pyramid, ending in a point, and serving as a tomb; in America the pyramid is always a truncated pyramid, flat on the top, and invariably serving as the base for a temple or an altar.

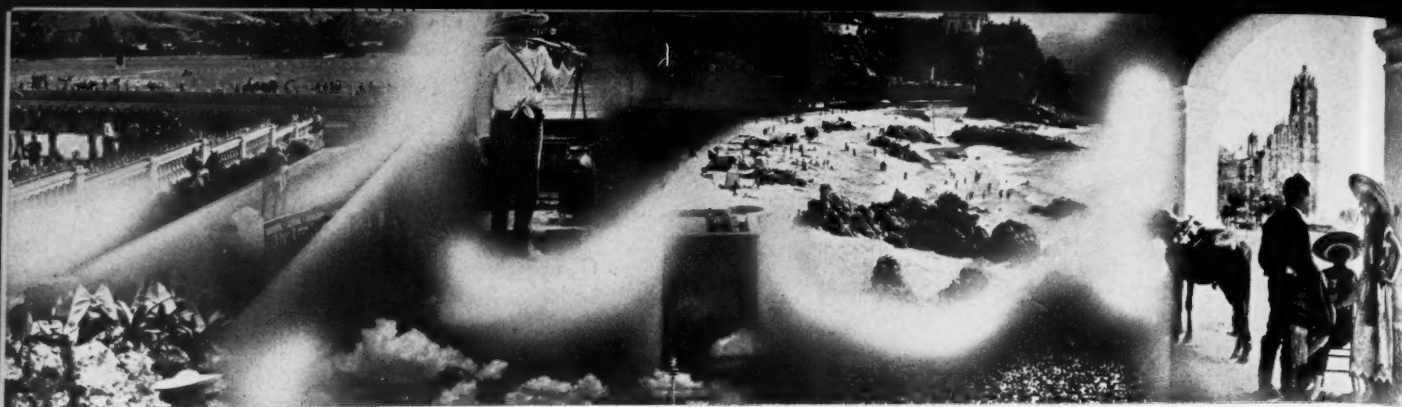
The temples and palaces of the Maya were decorated with sculpture. On the older buildings the adornments usually were made of stucco; in the later or more recent buildings from carved stone, as in Yucatán.

No metal tools were known to the Maya; all stone-carving and cutting was done with such hard stones as nephrite or obsidian (volcanic glass). One cannot classify the cultural progress of the ancient American peoples by dividing their development into stone, bronze, iron, firearms, and tin-can ages, as is done with the European peoples and their descendants. The ancient Americans developed high civilization, even though they only used stone tools.

The masses of people lived in wooden or adobe houses, thatched with palm or grass, according to their geographic location. The daily chores consisted of attending to the planting and harvesting of the fields, hunting for meat, fishing and going to the coast for salt. Most labor was done by the community, and a part of the produce was set aside as tribute to the rulers and priesthood. Each village had its chief who reported to the district chief who again reported to the ruler.

The priests attended to the gods,  
(Continued on Page 30)





I TRIED the door and it was locked! Looking around, I noticed that the windows were shuttered, yet above the entrance was the sign, "Jefectura." A porter passed.

"When will this office be open?" I asked.

"Quien sabe? Come back tomorrow."

"What time?"

"Most any time."

"Will I find anyone?"

The man shrugged his shoulders and continued on his way without answering.

A passport visa and a card from the transportation company had been sufficient to enter the country. Now the question was to get out. A permit was necessary, and schedule called for departure almost immediately. The situation reminded me of the statement of a very wise man.

"It's not the trouble a man gets into that makes a difference," it had been proclaimed. "It's how he comes out of it."

Now, if I could wangle a permit to leave without showing anger, and could laugh at the difficulties afterward, I would be all right. This, however, was no laughing matter at the moment. To save my face I found a telephone and called a secretary at the Ministry of Foreign Affairs. The procedure worked, but all passengers into Latin America might not enjoy the same facilities or have the invitation to call a higher official in case of trouble.

Strange as it may seem, with the nations of Central and South America inviting tourists, travel through some of these countries calls for equanimity of

## NO MORE *Swashbucklers*

By CHARLES H. ABBOTT

### With Good Reason, Latin America Has Stringent Rules for the Stranger—a Pan American Travel Union May Solve the Tourist's Problems.

spirit and the exercise of a certain amount of self control.

It is not my intention to discourage travel into Central and South America. If the traveler acquaints himself in advance with the formalities which he must go through, and places himself in the proper frame of mind he will have no real difficulty. If he adopts a helpful attitude, he will find the consular representatives of all countries anxious to accommodate; and if he allots the proper time to fulfill the prescribed formalities he will not be inconvenienced. Besides, the grandeur and beauty of the Latin American countries far more than compensate any difficulties of ingress and egress.

Moreover, it should not be thought that formalities are peculiar to Latin American travel. The European, Asiatic

or Latin American finds it highly difficult to enter the United States. The United States citizen who has traveled abroad can tell you of endless formalities which confront the tourist. My effort here is dedicated, first to making clear what the traveler to Central and South America must expect; and second, to pointing out the possibilities of co-operation between the nations to facilitate inter-American travel. Such international co-operation is precluded as between nations of the New World and the Old World, but is quite possible and feasible between New World nations. Furthermore, it is entirely logical under the new Pan Americanism.

As matters stand almost any actual tourist can go to Mexico and enjoy the experience. Unless unusual conditions happen to exist, agents for the transportation companies are in position to help casual travelers through Central American states. On the other hand Venezuela is hard to enter. And while one can get into Colombia by established routes, before a foreigner leaves that land he must take out a police "cedula." This carries with it the delivery of three photographs, passport size, and the experience of being finger printed. In the end he will find that his name has been changed.

That change is not as serious as the statement seems to signify. In the course of questioning before the police official it develops that John Smith's mother was a Flannagan. When the "cedula" is finally delivered the second or third day, it is

(Continued on Page 35)



Scenes of grandeur and beauty, such as those offered on this page, are good reasons for the current trend of travel to Mexico, Central and South America. Mr. Abbott, who formerly resided for a number of years in South America and who was the Pan American Exposition's flying envoy to invite Latin American participation, is one of the ardent advocates of inter-American travel. He is connected with the Barnett Petroleum Co. of Dallas.



# Mexico on Parade

## Pan American Exposition Exhibit to Show Greatness of Mexican Republic

By P. F. HEALY  
Member of Mexico's Committee  
on Participation

VISITORS to a country, when animated by an observant spirit and really desirous of studying its habits and customs and characteristic features, can no doubt manage to learn something on a trip lasting only a week or a fortnight. It is, however, indispensable that the country visited shall be displayed to them in more objective form, before the traveler can realize the advance made by its arts, and the efforts put forth all along the line by its people, as evidenced by its domestic industries.

Mexico is now being visited by enormous numbers of American tourists who travel down the six hundred miles or so of splendid highway that reaches down from the border at Laredo to its capital, or else by availing themselves of the splendid transportation system afforded by the National Lines of Mexico.

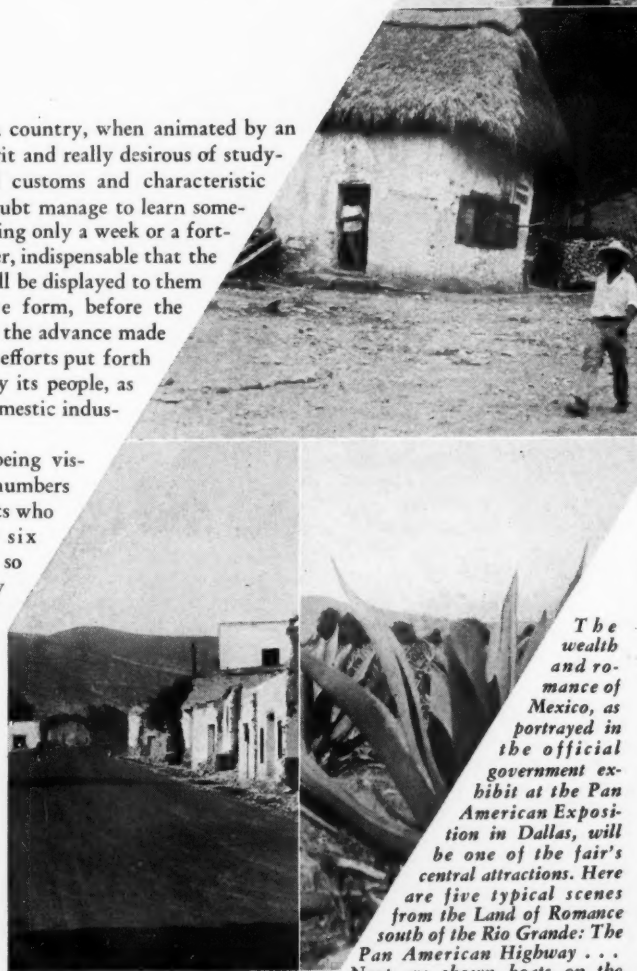
Now is the time when Mexico should be on display, even if only in condensed form, at this forthcoming Pan American Exposition, so that Americans having already visited this country may gain a better understanding of all those curiosities they saw on sale, here and there, on the streets of the cities

and villages visited by them. They will thus, perhaps, better understand the psychology of the Mexicans, when they can get a closer view, with full explanations of the meanings of those exotic costumes, so rich in coloring, and also what that wide range of quaint artifacts means in the history of a race; especially certain articles that stand out as examples of arts and crafts of unequalled merit, such as blankets, pottery and painted gourds, in all the varied tints and combinations of these that ingenuity can suggest.

This, however, is not all that Mexico has to show to the inquiring eyes of her northern neighbors, as a desire to promote tourist travel is not the only motive that impels her to attend the Exposition at Dallas, but also an inclination, we might almost say an urge, to offer her great wealth in raw materials and other products, yielded by her privileged soil, many of them hitherto almost unknown.

The Ministry of Economics of Mexico, encouraged by up-to-date theories on the subject of international trade, has realized the need of opening up new markets to the exportation of Mexican goods, especially those developed within the last few years, consumption of which has so far been limited to the narrow boundaries of our own frontiers. It is only natural that many other Mexican products, more especially raw materials, should be consumed all over the world, but unfortunately they first have to pass through the hands of for-

(Continued on Page 43)



The wealth and romance of Mexico, as portrayed in the official government exhibit at the Pan American Exposition in Dallas, will be one of the fair's central attractions. Here are five typical scenes from the Land of Romance south of the Rio Grande: The Pan American Highway . . .

Next are shown boats on the Rio Moctezuma at Tamazunchale. Third, typical Mexican home, alongside Pan American highway. At bottom, left, a scene in Zimapan, 672 miles south of international border; at bottom, right, the maguey plant, "the staff of life" in Mexico. Illustrations through courtesy of "The Highway Traveler."

# After

By  
**WILLIAM H.  
FURLONG**



*A typical Mexican market, with Ixtacibuatl, the "Sleeping Lady," in the background.*

WITH the completion of a hard surfaced road between Nuevo Laredo, Tamps, Mexico, and Mexico City, the first sector of the Inter-American highway which eventually is to connect the three Americas is officially open to vehicular traffic. Following the final oil treatment of the short gap of smooth gravel and crushed rock between Matlapa and Jacala, some 69 miles, the longest stretch of uninterrupted pavement in all of Latin America, a distance of 935 miles (this between the U. S. border and Tehuacan, Pue.), will be available to the traveler.

With every foot of this highway now in excellent condition and with all streams spanned by new steel and concrete bridges, the trip to the Mexican capital may be made with as much ease and comfort as over any area in the States, of similar mileage.

The lure of Mexico is especially strong this year. The Mexican government, through its official tourist promotion agencies, is rightfully expecting a large volume of tourist traffic from the Pan American Exposition at Dallas. Mexico and the Pan American Highway have been well publicized in connection with the exposition. Thousands of motorists are expected to drive to Dallas, spend their full time at the exposition, and then continue on the comparatively easy journey south of the Rio Grande. Many others are expected to take advantage of the excellent railroad connections at Dallas to continue their journey from the exposition on into Mexico.

Starting at the international bridge on

the Mexican side, the highway route lies ahead into the new broad avenue of Nuevo Laredo and then after crossing the Arroyo del Coyote at the outskirts, the swing is made into what is claimed to be the world's longest straightway of paved highway; 45 miles it is and a bit more, with never a deviation from the true tangent. Here commences the real trip, which from the viewpoint of diversified attractions, constant change of scene, of rugged topographical configuration and climate, there is really nothing on the continent to compare with it.

Into the lower brush areas of the Rio Grande country, to rise for the moment to something slightly in excess of 2000 feet in elevation at the summit of the famous Mamulique Pass, then down again to the Santa Catarina valley at Monterrey lies this great road; beyond are the beautiful orange groves of Allende and Montemoreles, the famous banana and sugar haciendas of the fertile valley of Villa Juarez to Rancho La Abra where commences the gentle ascent to the broad mesa which for more than 50 miles winds and dips through one of the greatest game regions in the Republic. Here are found the mountain lion, javalina (wild hog) the giant "cat" and droves of turkey—a "sportsman's paradise" in truth.

Then comes the attractive little city of Valles at the northern point of the once dreaded valley floor of impassable bogs, swollen rivers and dismantled ferries; all caused by the excessive summer rainfall characteristic of the semi-tropics—but that was another day—it's pavement now and high bridges—just speed if you want

to with the assurance of definite passing. At Tamazunchale (American pronunciation, "Thomas and Charlie") the lower stretches are left behind; at an elevation of approximately 350 feet, the final climb commences, to reach a point of more than 8000 feet at Hacienda Sta. Catarina, however the motorist is assured that at no times does the gradient exceed six per cent, the maximum of all Federal projects. From here the final and scarcely perceptible descent is made into the valley of Mexico.

Rushing the construction of the several tourist camp units not yet ready for occupancy and the rehabilitation of some of the older hotels to completion, the lack of adequate housing conditions which has been apparent at times south of Monterrey since the road was officially opened

*Scenic Grandeur*



# er the Pan American Exposition...

## MEXICO'S ROAD TO ROMANCE

in July is now being handled by the authorities in an admirable manner. The National Tourist Department, under the direction of General Jose Quevedo, newly appointed chief, has already launched plans for the installation of a general service to meet the requirements of the anticipated record breaking influx of visitors, which has commenced. The time required for the construction of this first unit of the Inter-American Highway was approximately eleven years—September, 1925, to June, 1936. The total cost as appearing in the "Memoria," published by the office of Communications and Public Works, July 1, 1936, is \$61,772,451.

Having reached the first milestone of a gigantic undertaking the attention of the Direccion Nacional de Caminos (National Highway Commission) is now centered on the plans calling for an extension of the great road to the southward—to the Guatemalan frontier 965.5 miles distant from the Mexican capital. A true description of the terrain comprising this next sector which lies beyond, the obstacles to be leveled and the hardships incident to such a task would in all likelihood be treated by the average layman as a narrative bordering on romanticism rather than fact; but not that to the man who knows the semi-tropics and the pitfalls they offer to the trespasser.

The idea of roadbuilding in the Latin countries of this continent is not a new one; it dates back even to the coming of the great Captain Hernan Cortes and his Spanish conquistadores who introduced roadbuilding of a sort in Mexico something like four centuries ago—cobblestones they were, and rough but they lifted the Indians from the almost bottomless bogs—they served a purpose. In the environs of Panama there may still be seen the vanishing monuments bearing mute evidence of a similar effort in a day long passed.

Came then another era—the construction of the Panama Canal when the need of vehicular transportation facilities was so imperatively felt. In 1932 Panama claimed something like 900 miles of motor roads, one-third of which were all-weather—in the preceding year the mileage was less by 400—a remarkable gain; however it was not Panama alone which has endeavored to effect a betterment of its general condition by launching a roadbuilding program—the other six Re-

publics of Central America have been more or less active in this type of development though because of the lack of adequate finances, the progress of the work has been necessarily limited.

That an understanding may be had of the circumstances which prompted the Government of the United States to become interested in the future welfare of these several Central American Republics, the following excerpts and comments selected at random from a report prepared by the Bureau of Public Roads and published in 1934 to which body full recognition and credit is accorded, are herewith submitted:

"The idea of an inter-American highway from the United States to Panama stirs the imagination. The route, starting at the Rio Grande, must traverse a group of republics which represent some of the earliest Spanish colonial settlements of the American Continent. The route will swing in a broad flat curve from the heights of the Mexican plateau to sea level and on the adventurous coasts of the Spanish Main. It will cross the trails of conquistador, buccaneer, filibusterer, missionary, and settler, associated with all the romance and glamour of empire building on a magnificent plan, of sordid gold

~~~~~

*Palms and snow.  
The volcano of Popocatepetl is in the background.*

All illustrations courtesy of the Texas Outlook and the Greater University of Tours.

hunting, of human slavery, governmental inefficiency, and finally revolt, independence, and a slow and difficult struggle against the fortuitous events of an unkind history.

"Although having physical contact along boundaries in large part artificial, the intense spirit of independence that sustained the Spanish colonies through an initial revolution for autonomy that lasted practically 20 years, has held the several states politically separate in spite of a common fatherland, a common language, common religious background, and the same national and racial traditions.

"A slow but steady development has characterized all the Central American re-

(Continued on Page 20)





# Air Conditioning Industry Comes to Dallas

By ROBERT T. GIDLEY

AS FAR BACK as history records, man has sought ways and means to increase his physical comfort and well being. Present day buildings, with their modern conveniences, automobiles, telephones, and scores of mechanical devices in common use, are the result of man's persistent urge to live more comfortably and happily. True air conditioning is a logical result of this natural urge, for nothing is more essential to complete comfort, efficiency and happiness than pure, healthful air.

Today, due to the comparative newness of the industry, so much confusion exists in the public mind as to what air conditioning really is that a word of explanation is in order. True air conditioning consists of circulating throughout a room or building an abundance of filtered air, cooled or warmed to the most comfortable and healthful temperature as the season may require, and with the correct humidity maintained at all times. "True Air Conditioning" is not a mere catch phrase—it is a definite standard of performance which must be strictly adhered to.

Dallas, by virtue of location and climate, is a logical center for the development of air conditioning. Its geographical position in the center of the great Southwest gives Dallas a definite manufacturing and distribution advantage. The long hot summers and sudden climatic changes which are common to Dallas make it a splendid proving ground for air conditioning equipment.

With this in mind, Thomas W. Carraway, an electrical engineer with a broad experience in the air conditioning field, selected Dallas as the ideal location in which to develop a system which would do all those desirable things which true air conditioning requires, and at the same time would be low enough in first cost and upkeep to be within the reach of the mass market.

Three years of persistent effort, during which time the "Carraway System of True Air Conditioning" was awarded first prize by the National Inventors' Congress held in Dallas, followed. It was Mr. Carraway's idea that production and sales should come only when his equipment had been developed to a satisfactory point

in every respect; and this idea was strictly adhered to.

While the Carraway system was being developed in Dallas under the expressive name of "Perfection-Aire", other developments in the same field were taking place in a laboratory a few miles outside of Dallas. R. J. Byrd had secured a patent on a rotor which he believed was destined to have a definite place in air conditioning. In the perfecting of this rotor a company was organized in which D. Harold Byrd, prominent Dallas oil man and brother of R. J. Byrd, became interested. Various patents covering this rotor and its applications to air conditioning were obtained.

The Texas Centennial Exposition did much to make Dallas and millions of visitors to the exposition conscious of the benefits of air conditioning. All of the important Centennial buildings were air conditioned and visitors were quick to appreciate the distinct gain in comfort.

At the Centennial, Carraway's "Perfection-Aire" played an important part. It was selected for use in the Contemporary Home and the Armour Theatre. And in the Baby Incubator, Mr. Carraway accomplished what few air conditioning engineers would even attempt: in different portions of the incubator three prescribed temperatures were automatically maintained within very narrow limits, regardless of outside climatic fluctuations. This was a most severe test and the results were a distinct triumph for the Perfection-Aire system.

In the fall of 1936, realizing that they had developed their respective products to a point where they were ready for production, Carraway and the Byrds joined forces and the Carraway-Byrd Corporation was organized. A seven-story brick building with trackage and ample loading facilities was acquired at Elm and Houston streets, Dallas—"The Crossroads of the Southwest"—and modern machinery and equipment installed. Actual production got under way, with distributorships already allotted to Copeland Perfection-Aire Company of Dallas and the Perfection-Aire Conditioning Company of Houston.

Back of the Carraway-Byrd Corporation are men who are nationally known



The Carraway-Byrd Factory

for their outstanding ability and achievements.

Mr. Carraway, president of Carraway-Byrd, is an electrical engineer, scientist and inventor of national reputation. Fascinated by the possibilities of air conditioning, he has intensively devoted his efforts to the complete development of the Perfection-Aire system, which embodies features of low cost, economical operation and automatic control.

Mr. Carraway shared in the development of the first successful unit coolers. While in the army he installed plants for the government at Camp Holabird, Baltimore, and Camp Normoyle, San Antonio, the largest of their kind in the country. Mr. Carraway also installed the present air-conditioning system in the Neiman-Marcus Company store.

D. Harold Byrd, chairman of the board of Carraway-Byrd Corporation, is a self-made man—a pioneer in the Texas oil industry, who has made an outstanding success of his many business undertakings. He is president of Byrd-Frost, Inc., oil producers operating in East Texas, and he heads the Plains Production Company, which operates in West Texas and New Mexico. He is also president of the Independent Petroleum Association of Texas, which has done so much to maintain the independence of Texas oil production.

Mr. Byrd was one of the first oil producers to realize the importance of East Texas as a source of oil supply, and he has had a major share in the development not only of the great East Texas oil field, but in the expansion of the oil industry throughout the entire Southwest.

Mr. Byrd's activities have extended into Mexico, where he operates the MYM Petroleum Company, and over Texas, New Mexico, Louisiana and Oklahoma.

With several hundred producing wells,

(Continued on Page 38)



# 

## The Newsprint Industry Moves South

THE increased interest of investors in the pulp and paper and newsprint industry in the United States has focused nation-wide attention upon the proposed pulp and paper mill to be constructed and financed by Texas capital in East Texas. We present herewith a condensed survey of the industry in the South compiled from the most reliable sources.

Although the United States consumes over one-half of the world's newsprint (annual consumption of newsprint in the world is 18 million tons while that of the United States is 12 million tons) we now produce only about 30 per cent of our requirements. It was only a short time ago that it seemed that we would soon be forced to import 100 per cent of our requirements from Canada, Sweden, Norway and Germany, for the reasons that our spruce forests in New England and the Great Lakes region have been badly depleted and mills in these sections are rapidly becoming obsolete. Approximately 70 per cent of the newsprint used in this country has been imported from Canada during the last several years. Moreover, there is good reason to believe that the shortage of spruce is potentially, if not actually, world-wide. Early in February Lord Rothmere, British publisher and one of the principal owners of Anglo-Canadian and Anglo-Newfoundland paper mills, cabled heads of the Canadian newsprint industry urging them to up the price of newsprint. Lord Rothmere said in part: "... From sources of information at my disposal, it is a certainty, barring a war, pulp and newsprint industries will within two years be confronting a shortage that may easily become permanent ..."

Broadly speaking, paper may be divided into three classifications, namely, kraft, newsprint and white paper. Kraft is the lowest in quality and includes a variety of products such as wall paper, bag paper, box paper, liner board, wall board, wrapping paper, etc. Newsprint is, of course, the paper used in newspapers, and white paper is the highest grade, including book and bond.

There have been a number of kraft mills in the South for some time but they were entirely successful only in the manufacture of the lowest grade products. Recent developments have given tremendous impetus to the industry as attested by the investments of about \$60,000,000 in Southern kraft mills dur-

ing the last year and a half. The kraft production of Southern mills (located in Louisiana, Maryland, Tennessee, Virginia, West Virginia, Alabama, Arkansas, Florida, Georgia, Mississippi, North Carolina, South Carolina, Texas and the District of Columbia) was more than 1,600,000 tons with a value in excess of \$80,000,000 for the year 1935. New mills begun during the past 18 months are expected to increase Southern productions by about 50 per cent. It was only comparatively recently that the wood pulp used in container linerboard has been made available in this country. Previously this wood pulp came from Sweden. A lot of research was required to develop a plan to make the fast-growing Southern pine useful for this material. After science had learned the method a big sulphate kraft mill was built among the Southern pines and volume production of linerboard commenced. It was immediately successful both as a money-making enterprise and in filling the needs of many customers.

Dr. Charles H. Herty, formerly president of the American Chemical Society, and one time editor of the Journal of Industrial and Engineering Chemistry, as well as the author of several books on chemical subjects, has been in charge of a laboratory in Savannah for several years, investigating the potentialities of converting the Southern pine into newsprint and the finer grades of paper. The chief objections to the wood pulp that

(Continued on Page 49)

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MILBURN McCARTY

**T**WO ambassadors, both key personalities in the *new Pan Americanism*, and two presidents of great and progressive regional Chambers of Commerce, have been in the forefront of public attention in the Southwest this month.

The meeting in Dallas of Dr. Francisco Castillo Najera, ambassador from Mexico to the United States, and of the Hon. Josephus Daniels, ambassador from the United States to Mexico, and their addresses before a Chamber of Commerce dinner, gave Dallas the Nation's outstanding program in observance of National Foreign Trade Week.

Two great diplomats meet at Dallas: Mexican Ambassador FRANCISCO CASTILLO NAJERA, left, and United States Ambassador JOSEPHUS DANIELS



## Headliners of the Month

Other "Headliners of the Month" are E. L. Smith of Mexia and Dallas, new president of the East Texas Chamber of Commerce, and Milburn McCarty of Eastland, new president of the West Texas Chamber of Commerce. These two organizations are among the world's foremost regional Chambers of Commerce. Together, these two men and their organizations will have a vital influence upon the development of the Southwest.

Dr. Najera, Mexico's ambassador to the United States, has had a distinguished career in medicine, in literature and in diplomacy.

As Mexico's envoy to the United States since 1935, he has endeared himself to the people of this country as well as to official Washington. His great range of interests, his deep humanism, his sincere friendship for the people of the United States, his far-sighted diplomacy, his true appreciation for the natural interdependence of the United States of America and the United States of Mexico, have done much to strengthen the enduring bonds between the neighbors across the Rio Grande.

Dr. Najera was born in the State of Durango November 25, 1886. He was educated in medicine, and became an army physician in 1915. He has served as director of military hospitals in Leon and Torreon, chief of the health service in Sonora and Lower California, director of the Juarez Hospital, director of the Military School of Instruction, head of the medical legal counsel for the Federal District of Mexico, chief of the health department under the Secretary of War, and has served on the faculties of several



E. L. SMITH

medical schools. He has served on numerous commissions and has represented Mexico at several international medical congresses.

Dr. Najera was named Mexican ambassador to China in 1922, to Belgium in 1927 and to the Netherlands in 1930. He was chief of the Mexican delegation to the Disarmament Conference in 1931. Dr. Najera has received decorations, citations, and honorary degrees from many foreign countries.

Not only has Dr. Najera achieved unique distinction as a diplomat and as a physician, but he is also one of Mexico's noted poets. Authorship of a number of books of verse and of medical texts has been crowded into his busy career. For a brief period he was director of the daily newspaper, *The Herald of Mexico*.

Josephus Daniels, the United States ambassador to Mexico, has filled positions of utmost importance under two Presidents with unmatched ability and signal success.

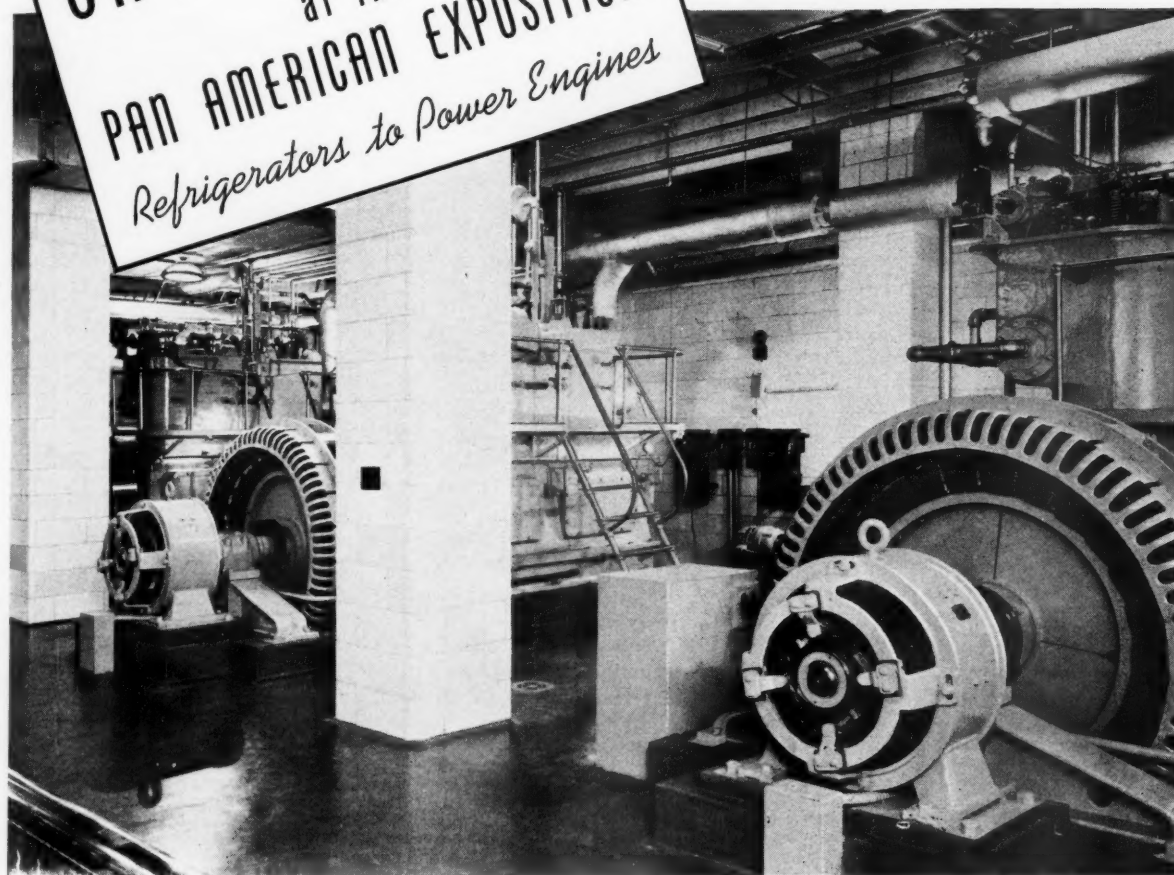
As the United States' envoy to Mexico since March 17, 1933, Ambassador Daniels has won the confidence and sincere affection of the Mexican people. He has distinguished himself as a living, inspiring example of the Good Neighbor policy. His gracious understanding of Mexico's greatness, her problems and her ambitions have given him a unique position among Pan American diplomats. His personal charm, his unfailing interest in people, and his true democracy of spirit and manner have made him a key personality in

(Continued on Page 48)

# GAS INVENTIONS

at the  
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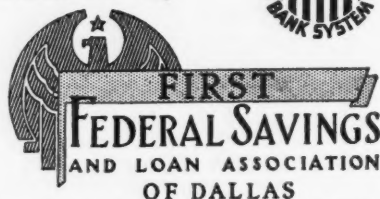
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## Road to Romance

(Continued from Page 17)

publics, although their developed wealth has not yet reached a point that has enabled them to provide for themselves those indispensable lines of communication that alone are capable of enabling their scattered populations to communicate with each other, overcome inaccessibility of agricultural and mineral resources, and the great distances that separate their national centers.

"This continued and present lack of capital resources has undoubtedly had a marked effect on the political history of each of the republics. General isolation continued for decades created an attitude of aloofness, if not of suspicion; the lack of adequate transportation encouraged a sense of self-sufficiency even in the presence of inadequate resources and the inability to develop exchange of commodities among themselves has acted to restrict the production of even those goods which might have furnished surpluses for trade with the adjacent republics. The development of a new method of transportation, more flexible and less costly in the first instance than railroads, and the general awakening of opinion to the advantages of communication and human contact, have changed the situation in recent years.

"Almost coincident with the organization of highway activities in these countries and in other republics in South America, the general topic of interrelated highway programs became a subject of official discussion before several international bodies. Beginning in 1923 at Santiago, Chile, a series of conferences, resolutions, and official visits of inspection and study followed, each advancing the matter more pointedly toward active field operations."

"Legislation is needed authorizing reconnaissance survey of proposed inter-American highway."

This reconnaissance was made under the direction and supervision of one of America's foremost engineers. Thus it is revealed that a great work is under way; with the first sector of Mexico's contribution to the inter-American highway completed, and the rapid progress being made on the Central American projects, the time is not far distant when a motor trip may be made over roads of modern design from the capital at Washington to the Panama Canal.

*Editor's Note:* In addition to the excellent highway facilities from Dallas to Mexico, Dallas also offers the tourist the best in railroad accommodations to Mexico. On page 21 *Southwest Business* publishes a time table, showing the connections from Dallas via Missouri-Kansas-Texas and Missouri Pacific Lines, and the National Railways of Mexico.



## DALLAS GAINS AS *Oil Center*

DALLAS, key city of the oil industry, holding indisputable first rank as the Nation's leading oil field equipment center, gained considerable additional prestige in the latter classification during May with the acquisition of five additional supply houses.

The United Supply & Manufacturing Company, with headquarters in Tulsa, established an important office at 1412 Magnolia Building.

Producers' Supply & Tool Co., handling a large line of oil well supplies, established offices at 601 Gulf States Building.

International Supply Company, of Tulsa, located an office in the Liberty Bank Building.

Martin Reagan Burner Company, formerly of Duncan, Okla., moved to Dallas and is now located at 3812 Brown Street. Martin Reagan, head of the company, is also an independent operator.

Pelican Well Tool & Supply Company, Lake Charles, La., sent George A. Robinson to Dallas as district representative. Mr. Robinson resides at 4517 Edmondson Avenue. An office probably will be established later.

Because of its central location and

many attractions as a residential city, Dallas continues to attract many prominent independent operators, scores of whom have recently purchased or built fine homes in Dallas' exclusive residential districts. Among the independents who have moved to Dallas in recent weeks are the following:

L. F. Brothers, 3616 Hanover Street. Office, Tower Petroleum Bldg. Moved from Tulsa.

B. S. SoRelle, 3415 Cornell Street, formerly production manager for the Pure Oil Company and one of the leading oil executives in the Southwest. Moved from Fort Worth.

William H. Nason, 5601 Goodwin Street. Connected with the George S. Bull Oil Company. Moved from Tulsa.

Fred A. Turner, 7315 Lakewood Boulevard. Moved from Oklahoma City.

George Osteen, 2723 Hood Street. Moved from Hollywood, Calif.

Charles D. Couchie, 5329 Ross Avenue. Moved from Shreveport, La.

R. H. Dedman, Jr., 2600 Throckmorton Street. Moved from Tyler, Texas.

F. S. Seeley, 6926 Lakeshore Drive  
(Continued on Page 34)

## C. C. Langevin Co.

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## EXPOSITION CITY OFFERS BEST RAIL CONNECTIONS TO *Mexico*

MANY visitors to the Pan American Exposition in Dallas will want to take advantage of their proximity to Mexico to continue their journey by rail to cities south of the Rio Grande.

For the benefit of exposition visitors who wish to go by train from Dallas to

Mexico City, or other cities in Mexico, *Southwest Business* publishes this time table showing railroad connections, via the Missouri-Kansas-Texas and the Missouri Pacific Lines, and the National Railways of Mexico:

| Read Down  |          |                |          | Read Up                  |          |            |         |
|------------|----------|----------------|----------|--------------------------|----------|------------|---------|
| M. K. & T. |          | MO. PAC. LINES |          | MO. PAC. LINES           |          | M. K. & T. |         |
| 9:35 AM    | 11:00 PM | 10:30 PM       | .....    | Lv. Dallas.....          | Ar. .... | 7:55 AM    | 3:50 PM |
| 4:30 PM    | 7:00 AM  | 7:40 AM        | .....    | Ar. San Antonio.....     | Lv. .... | 11:00 PM   | 7:40 AM |
|            |          | 8:30 AM        | 4:45 PM  | Lv. San Antonio.....     | Ar. .... |            |         |
|            |          | 1:15 PM        | 8:50 PM  | Ar. Laredo.....          | Lv. .... |            |         |
|            |          | 2:00 PM        | 9:35 PM  | Lv. Nuevo Laredo.....    | Ar. .... |            |         |
|            |          | 7:20 PM        | 2:20 AM  | Ar. Monterrey.....       | Lv. .... |            |         |
|            |          | 5:05 AM        | 5:05 AM  | Ar. Saltillo.....        | Ar. .... |            |         |
|            |          | 11:55 AM       | 11:55 AM | Ar. San Luis Potosi..... | Ar. .... |            |         |
|            |          | 5:10 PM        | 5:10 PM  | Ar. Queretaro.....       | Ar. .... |            |         |
|            |          | 10:35 PM       | 10:35 PM | Ar. Mexico City.....     | Lv. .... |            |         |

ROUNDTrip 30 Day ticket Dallas to Mexico City.....\$54.35  
ROUNDTrip 30 Day lower berth Dallas to Mexico City..... 25.90



## Wholesale Merchants Building

The pivotal point of the Dallas Wholesale Market. Space available in small or large units at very moderate rentals.

912 Commerce Street

Phone 2-3725

Dallas, Texas

## A Complete Composition Service

Whether it is advertising typography for insertion in national magazines and newspapers or straight composition for printers, we can render you service with distinction and efficiency.

Foundry type - Linotype - Monotype

**JAGGARS-CHILES-STOVALL, Inc.**

ADVERTISING TYPOGRAPHY  
COMPOSITION FOR PRINTERS

1306 Marilla Street • Dallas, Texas

# Business Review and Outlook In the Southwest

(The following review was prepared by the Dallas District Office,

Bureau of Foreign and Domestic Commerce.)

NOT only is retail trade, for the most part, holding its own in Dallas as compared with last year, but in many instances individual stores continue to forge well ahead of sales for comparable periods a year ago.

During the week ending April 24, all of the Dallas retail stores reporting to the Dallas office of the Bureau of Foreign and Domestic Commerce registered gains over the same week a year ago, the range in gains being from 6.3 per cent to 85 per cent, with better than two-thirds of the firms registering gains exceeding 33.5 per cent. For the week ending May 1, practically all of the stores registered gains over the same week of the previous year, the range being from a decrease of 16.1 per cent to an increase of 80.8 per cent with more than half of the stores showing increases better than 21 per cent.

For the week ending May 8, again practically all of the stores registered increases. The range was from a decrease of 10.8 per cent to an increase of 70 per cent, with better than half of the stores having increases over 10 per cent. For the week ending May 15, the range was from a decrease of 25.9 per cent to an increase of 58.9 per cent. Only one-third of the reporting stores registered gains of 10 per cent or better. During the month of April a rather good showing was made by Dallas retail stores as compared with April of last year. The range was from a decrease of 14.4 per cent to an increase of 45 per cent. Two-thirds of the stores registered gains of 13 per cent or better for the period covered.

In regard to agriculture and livestock, the movement of sheep to the Fort Worth market started earlier than usual and is reported as the largest since 1931. Texas March forwardings of sheep to Fort Worth and Kansas City markets more than doubled March of last year, while shipments to East St. Louis, Chicago, St. Joseph and Omaha were more than ten times greater for the same period.

Beneficial rains have fallen in a great part of Texas in recent weeks. Ranchmen and wheat growers are more optimistic as the threat of the drouth has been removed.

Total carlot unloads of fruits and vegetables, freight and express, in Dallas for April increased four per cent over April

of last year while in Fort Worth unloads of fruits and vegetables for the same period decreased 4 per cent.

Dairy manufacturing in Texas during April registered excellent gains in some divisions compared with April of last year. Creamery butter production was nearly 50 per cent above that of the preceding month and 8.5 per cent greater than April last year. Ice cream production was up 58.8 per cent and 3.1 per cent respectively, while cheese production was up 129 per cent and 51.9 per cent respectively, according to the Bureau of Business Research.

The value of building permits for a group of North Texas and Oklahoma cities for the month of April follows: (The permits for the current month are shown first in each instance.) Dallas, \$1,310,000, \$1,495,000; Fort Worth, \$1,232,000, \$585,000; Tyler, \$226,000, \$180,000; Lubbock, \$122,000, \$20,000; Amarillo, \$99,000, \$46,000; Wichita Falls, \$52,000, \$53,000; Longview, \$35,000, \$57,000; Corsicana, \$24,000, \$15,000; Denton, \$10,000, \$9,000; Marshall, \$44,000, \$13,000; Texarkana, \$18,000, \$8,000; Sherman, \$16,000, \$19,000; Tulsa, \$767,000, \$289,000; Oklahoma City, \$472,000, \$680,000; Enid, \$55,000, \$127,000; Bartlesville, \$51,000, \$51,000; Norman, \$24,000, \$12,000; Ardmore, \$13,000, \$14,000; Duncan, \$13,000, \$1,000; Shawnee, \$10,000, \$7,000; Pampa, \$37,000, \$18,000; Paris, \$8,000, \$9,000; Denison, \$8,000, \$1,000; Chickasha, \$3,000, \$14,000.

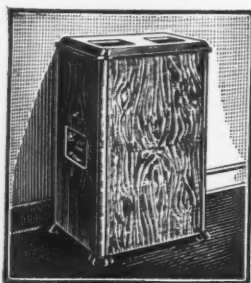
New automobile registrations in 13 representative Texas counties in April totaled 5,848 representing a decline of 25 per cent from March and 0.2 per cent from April a year ago. In the first four months these counties increased registrations by 1.5 per cent over the same period of last year, according to the Bureau of Business Research. Dallas County in April registered a decrease of 0.4 per cent compared with April of last year. However for the first four months registrations increased 7.6 per cent compared with the same period a year ago.

The Dallas street railway service increased 16.5 per cent in April over April of last year while gross earnings of the company for April represented an 11 per

(Continued on Page 36)



## Work in Cool Comfort



### with a FRIGIDAIRE Electric Room Cooler

It costs only a few cents a day to keep cool all summer long with this Frigidaire Electric Room Cooler.

Installed in your office or bedroom, it looks like a radio . . . and it has a cooling capacity equal to 1300 pounds of ice per day. Quiet, trouble-free, draftless . . . there are more Frigidaire Electric Room Coolers in use than all other makes combined.

Last year our supply was exhausted long before all orders could be filled. Telephone today about immediate installation.

**JOE HOPPE, Inc.**

4102 Live Oak Street  
Phone 8-9194

## Scharbauer's DIXIE Cotton Chopper

This machine thins cotton better than it can be done with a hoe and at one-tenth the cost. Machines are now in use on farms throughout the cotton states and farmers say it is the greatest labor-saving machine they have ever seen. Cuts the cost of growing cotton... and increases the yield from 10% to 50%.



UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF PLANT INDUSTRY

Division of  
COTTON AND OTHER FIBER CROPS  
AND DISEASES

U. S. COTTON BREEDING FIELD STATION  
GREENVILLE, TEXAS

November 3, 1936

Mr. W. L. Rankin,  
c/o The Texas and Pacific Railway Company,  
1408 Main Street,  
Dallas, Texas.

Dear Mr. Rankin:

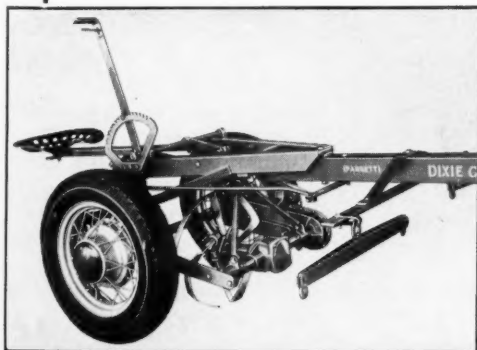
The Dixie Cotton Chopper has been demonstrated on the station during the past two seasons. The machine used last spring possessed a number of refinements over the previous models demonstrated, and did much better work, and apparently required less power. The machine, operating under our conditions last spring, thinned the stands in a very satisfactory manner at a rate as fast as a good team of mules could walk. The machine is so constructed that it can be adjusted to leave any desired number of plants. It also leaves the soil in good tilth around the plants which are left.

We are not in position to say that cotton chopped with the machine will make more lint than hand chopped cotton, as this is the first year that yields have been recorded. On the other hand, there is no reason to suppose that it should not make just as much cotton as cotton chopped by hand to the same distances. Our best yields have been obtained from rows in which two to three plants are left every 12 inches. Such spacings may be obtained with the above mentioned machine.

Very truly yours,

Wm. C. Mellum,  
Agronomist.

hcm:gp



### What Farmers Say:

John Frew, Ellis County—"I put eight hand choppers in my field and told them to beat Scharbauer's Dixie Cotton Chopper if they could. After they tried it, they admitted they could not chop as much or as even a stand as the machine."

E. H. Oebke, Dallas County—"It is fast and leaves cotton regular and well dirted . . . It does the work better than slow and expensive hand labor."

Olin G. Curry of Lancaster—"It chops the cotton even, saves labor and moisture, gets the grass and weeds, and beats hand labor. My boy, eleven years old, drove the chopper and did a good job."

Write for  
Full Information

## DIXIE CULTIVATOR CORPORATION

JOHN SCHARBAUER, President

DALLAS, TEXAS

"The Cotton Chopper Town"





### Revis-Suggs Funeral Home

FUNERAL DIRECTORS - EMBALMERS

1001 Second Avenue

Telephone 4-2424

Dallas, Texas

TRUETT REVIS

BERT L. SUGG

"Deserving of Your Consideration"

In DALLAS it's...

## Jas. K. Wilson's for MEN'S WEAR



HART SCHAFFNER & MARX  
CLOTHES



PALM BEACH SUITS



STETSON HATS



ARROW SHIRTS



JAYSON SHIRTS

# JAS. K. WILSON

MAIN AT FIELD

Dallas' Friendly Men's Store

# Dallas Business

**N**INETY-TWO new concerns were located in Dallas during May, including eight manufacturers, twenty-five wholesalers and distributors, twenty-four retail concerns, six new oil companies and twenty-nine classified as miscellaneous. Included in the number were six branches of national concerns. Among the new concerns were the following:

### Manufacturers:

Cabinet Manufacturing Company, 701 South St. Paul Street. Cabinet makers and millwork.

C. L. Dillahunt, 204 South Cumberland Street. Signs.

Genol Products, 514 South Carroll Avenue. Manufacturing chemists.

Hall Awning Co., Inc., 4228 Ross Avenue. Automobile awnings.

Buddy Marrs Cabinet Shop, 2605 Carlisle. Cabinet makers.

Model Brass Company, 2309 Hickory Street. Bronze castings.

P. & K. Box Company, 2511 Kittrell Street. Boxes.

Tompkins Top & Body Works, 715 South Carroll Avenue. Automobile bodies.

### Wholesale and Branches:

A. M. I. Management Association, 3902 Elm Street. Public address systems.

Cecil Adams Fruit & Vegetable Co., 515½ South Pearl Street.

Armstrong Store Fixture Co., 2032 Commerce Street. Store equipment.

Cooling, Inc., 1705 Orange Street. Air conditioning equipment.

Dallas Blind & Equipment Co., 600 North Akard Street. Venetian blinds.

A. C. Dudley, 403 Mercantile Bldg. Machinery.

C. V. Hill & Company, 2032 Commerce Street. Refrigeration and store fixtures. Home office, Trenton, N. J.

Elton Hinnant, 336 West Davis Street. Hospital supplies.

International Supply Company, 1121 Liberty Bank Building. Oil well supplies. Home office, Tulsa, Okla.

Liberty Fixture Company, 2624 Commerce Street. Store fixtures.

Lindberg's Paint & Wall Paper Company, 704 Main Street. Paint and wall paper.

Lone Star Paint Mercantile Co., 709 Main Street. Paint and wall paper.

Maisey & Paige, 208 Construction Building. Building specialties.

L. C. McCrary, 2303 Grand Avenue. Jax beer distributors.

McKinney Motor Supply Company, 315 South Pearl Street. Automobile accessories.

Pacific Conditionaire Company, 2011 Main Street. Air conditioning equipment.

Producers Supply & Tool Company, 601 Gulf States Building. Oil well supplies.

Quick Products Co., 525 South Ervay Street. Automobile equipment.

Martin Reagan Burner Company, 3812 Brown Street. Oil well supplies.

Sanitary Seal Company, 2032 Commerce Street. Seals.

Southwest Tire & Accessory Company, 316 North Preston Street. Tires and accessories.

Sun Manufacturing Company, 1724 South Ewing Street. Scientific motor test-in equipment. Home office, Chicago, Ill.

Thurmond Beverage Company, 1713 Young Street. Beverages.

United Supply & Manufacturing Company, 1412 Magnolia Building. Oil well supplies. Home office, Tulsa, Okla.

Ward-Stilson Company, 520 Wilson Building. Women's clothing. Home office, Anderson, Ind.

Oil Producers:

Bayou River Oil Company, Kirby Building. Incorporated for \$350,000 by N. F. Wertheimer, Herbert Mallinson and S. S. Mallinson.

Brown-Hancock-Hines Oil Corporation, Republic Bank Building. Organized by W. E. Brown, J. D. Hancock and Harry Hines.

Dixie Gas & Fuel Company, incorporated by J. L. Rosson, L. B. Stewart and G. Ray Lee, with Dallas as headquarters.

Glenn Oil Company, 3248 Carlisle Street.

C. Homer Harrison, 1412 Gulf States Building. Oil producer.

Ram Oil Company, Continental Building. Organized by E. B. Germany, Brame Womack and M. S. Church.

Miscellaneous:

Anderson Display Studio 905½ Elm Street. Advertising.

E. H. Covington's Welding Co., 416 Second Avenue. Welding.

Dallas Enameling Co., Inc., 2650 Main Street. Painting.

Dallas Garden & Trade Village, 414 Southwestern Life Building. Real estate.

Eugene Elkins, 2019½ Main Street. Real estate.

E. H. Fleming Company, 2033 Main Street. Roofers. Moved from Houston.

Hollywood Now Publishing Co., 2500 McKinney Avenue. Publishers.

Home Modernizing Company, 2033

Main Street. Home modernizing. Moved from Houston.

Lambert Landscape Company, 1129 Liberty Bank Building. Landscape architects.

Mason Employment Service, 413 Santa Fe Building. Employment agency.

Wilmer L. Moore Company, Dallas National Bank Building. Investment securities.

Murray Bros., 2210 Tower Petroleum Building. Artists.

National Anniversary Service Co., 501 Allen Building. Letter service.

Old Line Endowment Mutual Life Insurance Co., 807 Cotton Exchange Building. Life insurance.

P. & B. Transfer Company, 2007 Jackson Street. Transfer.

Fisher Reynolds, 602 Melba Building. Architect.

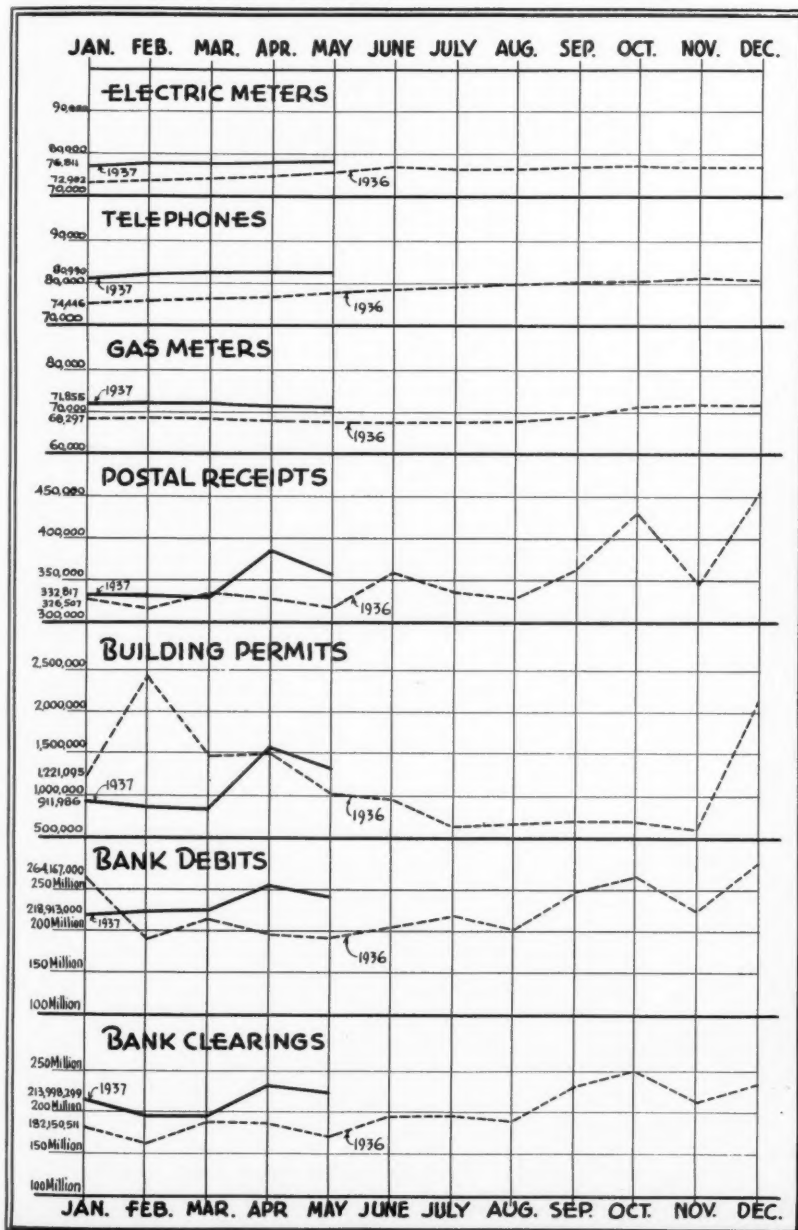
Southwest Broadcasters, Inc., 617 Mercantile Building. Radio advertising.

Storbeck-Gregory & Johnson, 320 Construction Building. Plastering contractors.

Warner-Davis Company, 7500 Preston Road. Real estate.

Yeager Advertising Company, 2204 Cedar Springs Road. Advertising.

## DALLAS GROWS—Month by Month



## Commercial Art for Advertisers

- Booklets—
- Blotters—
- Folders—
- Letterheads—
- Newspaper Ads—
- Magazine Ads—
- Layouts—

In fact any kind of Art you may need for your Advertising.  
I'll be glad to have you call me or come up when you have a need for anything in this line.

**HUGH CARGO**  
1910 Allen Building  
DALLAS



SAN ANTONIO'S LARGEST HOTEL



**The Gunter**  
CENTER OF EVERYTHING  
A FOCAL POINT  
FOR SAN ANTONIO'S  
BUSINESS and SOCIAL  
GATHERINGS  
Four Fine Restaurants  
A. M. "Artie" COMPTON  
MANAGING DIRECTOR

# Dallas Manufac

## SOON TO B



Manufacturers of TraCo Curb Service  
Specialties

**TRAY SERVICE COMPANY**

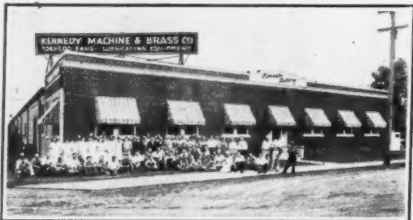
Ash Lane and Third Avenue DALLAS 4-4843



Manufacturers of  
16 Delicious Food Products

**DENTLER MAID FOOD PRODUCTS CO.**

2403 SOUTH ERVAY PHONE 4-2013 DALLAS



Machine Shop Work, Tool and Die Work, Aluminum,  
Brass and Iron Foundry. Polishing and Plating.

**KENNEDY  
MACHINE & BRASS CO.**

3104 OAK LANE PHONE 4-6614 DALLAS

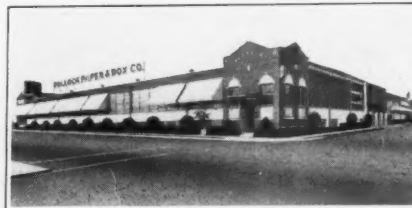


Manufacturers of Paints and Varnishes

**AMERICAN PAINT & SUPPLY CO.**

P. O. BOX 2818  
2850 N. HASKELL

PHONE 8-4168  
DALLAS, TEXAS



Waxed Paper, Folding Paper Boxes,  
Setup Paper Boxes

**POLLOCK PAPER & BOX CO.**

2236 SOUTH LAMAR PHONE 4-4161 DALLAS



LaFrance Flour and Meal, Bran, Gray Shorts  
Hominy Feed, Drinkwater Flour for Bakers.

**MORTEN MILLING CO.**

916 CADIZ - PHONE 7-3251 - DALLAS



Established 1922

Manufacturers of Display Fixtures and Chromium Furniture

**STANDARD FIXTURE, Inc.**

Sales Room: 1006 Commerce St. Factory: 913-17 Powhattan  
PHONE 2-5703 DALLAS

number and a complete statement of the products manufactured. The second section will list the Dallas factories by products. In the third section will appear the trade names under which Dallas-made products are marketed.

The directory also will contain a brief history of the growth of Dallas as a manufacturing center, with statistics on the number of products manufactured, the value of the products of Dallas industries, number of persons employed, and similar information.

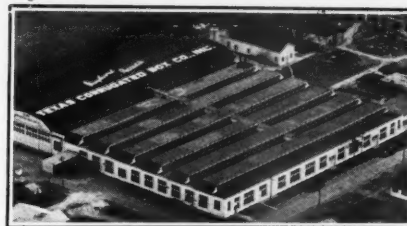


# Manufacturers' Directory IS RELEASED

In the directory also will appear a map showing the distribution of Dallas products. This map, according to Mr. Pollock, will reveal for the first time the wide territory served by Dallas industries. Hundreds of Dallas products are shipped to every State in the Union and many to foreign lands. While some of the industries listed are purely local, serving Dallas and its immediate territory, the greater majority cover Texas, Oklahoma, Arkansas, Louisiana, New Mexico, and many go well beyond these boundaries.

When completed, the directory will be distributed generally in Dallas and to a selected list of important buyers throughout the Southwest.

The Manufacturers' Division recently furnished to the Bureau of Business Research, University of Texas, a complete list of Dallas industries, insuring their listing in the new Texas Manufacturers' Directory published by that organization.

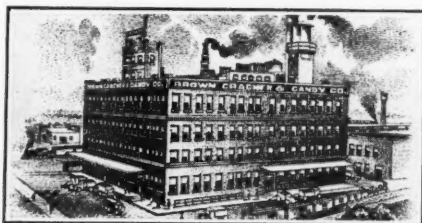


*Gaylord Boxes*

CORRUGATED AND SOLID  
FIBRE BOXES

**Texas Corrugated Box  
Company, Inc.**

Factory St. - Phone 5-4105 - Dallas



Saltine Soda Cracker, Candy and Bakery Products

**Brown Cracker & Candy Co.**

603 MUNGER

PHONE 7-8222

DALLAS



Gummed Tape  
Twines

Packing  
Materials  
and Supplies

EXCELSIOR  
(Paper and Wood)

Stencil & Marking  
Supplies

Tackers and Paper  
Fasteners

Staples  
for all machines

Excelsior Pads  
Adhesives

**PAPER EXCELSIOR PACKING CO.**

PHONE  
2-6689

410 LATIMER ST., DALLAS



Manufacturers of

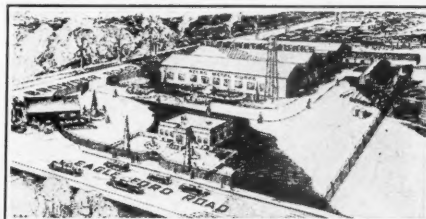
"PROVEN QUALITY PAINTS AND VARNISHES"

No Better Made Anywhere by Anyone

**Industrial Paint & Varnish Co.**

P. O. BOX 1134

DALLAS, TEXAS



Atlas KEYSTONE Culvert

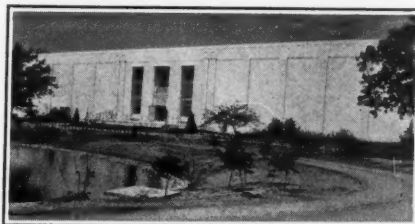
Corrugated Tanks—Dr. Pepper Coolers  
... Other Metal Goods ...

**ATLAS METAL WORKS**

P. O. BOX 5532

PHONE 2-5354

DALLAS



Dallas Museum of Natural History

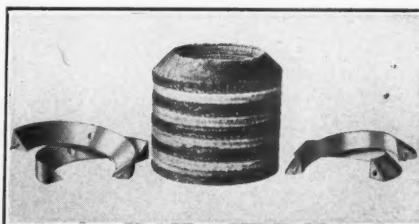
Cream, Shell and Gray Texas Limestone

**TEXAS CUT STONE CO.**

5219 MAPLE AVE.

PHONE 5-1773

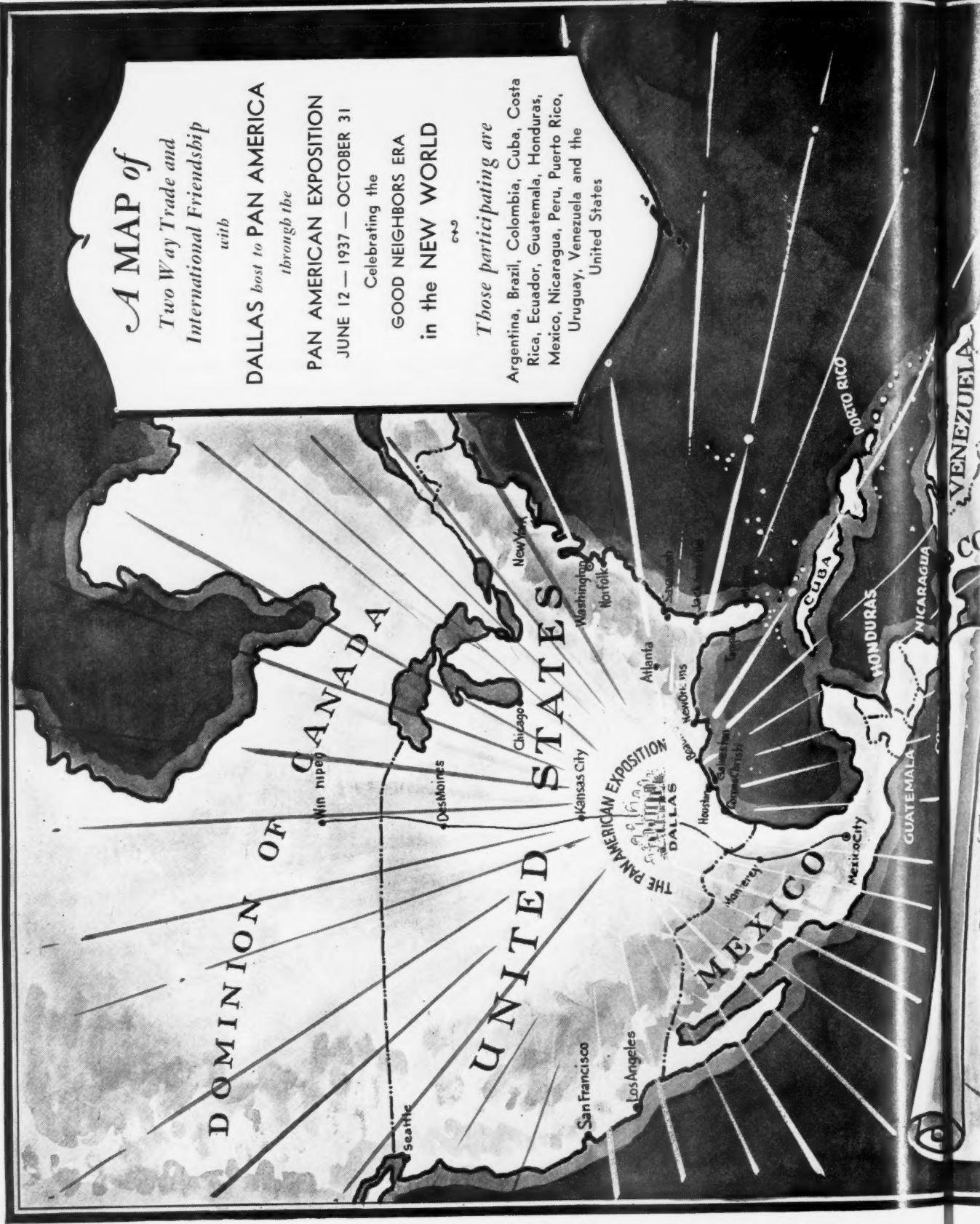
DALLAS



Manufacturers of Accordion Packing Ring  
High Pressure Packing and Specialties

**THE TEXACONE COMPANY**

Incorporated in Texas  
DALLAS, TEXAS



*A MAP of  
Two Way Trade and  
International Friendship*

*with*

**DALLAS host to PAN AMERICA**

*through the*

**PAN AMERICAN EXPOSITION**

**JUNE 12 — 1937 — OCTOBER 31**

*Celebrating the*

**GOOD NEIGHBORS ERA**

**in the NEW WORLD**

*and*

*Those participating are*

Argentina, Brazil, Colombia, Cuba, Costa Rica, Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Peru, Puerto Rico, Uruguay, Venezuela and the United States

And Here is our Hand of Friendship



| Name                               | Page Number | Name                             | Page Number |
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| American Paint & Supply Co.        | 26          | Langevin, C. C. Co.              | 21          |
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| Dallas National Bank               | 39          | Pollock Paper & Stationery Co.   | 48          |
| Dallas Power & Light Co.           | 3           | Purity Ice Cream Co.             | 48          |
| Dallas Railway & Terminal Co.      | 3           | Republic Insurance Company       | 34          |
| Dallas Trans. & Terminal Co.       | 40          | Republic National Life Ins. Co.  | 30          |
| Dallas Typewriter Co.              | 51          | Revis-Suggs Funeral Home         | 24          |
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| Jones-Calvert Realty Co.           | 52          | Wilson, James                    | 50          |
|                                    |             | Wright Titus                     | 34          |



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### Past Meets Present

(Continued from Page 11)

studied the stars and made prognostications.

The nobles and the priesthood were the only ones who understood the writings; as a matter of fact, they held the key to the whole civilization, much as in mediaeval times in Europe, when the nobility and the clergy were the only ones who could read and write, and who organized the laws, supervised construction of buildings, and the like.

When internal wars between the many city-states broke up the country, and when the Spanish conquerors finally destroyed the last remnants of the ruling classes of the Maya, the whole civilization collapsed and was replaced by European organization and dominance.

The monetary units were cacao-beans, as small change; sea shells, copper bells, jade (both as beads and carved pendants),



An Aztec goldsmith made this remarkable pectoral of solid gold, centuries ago in Mexico. Then the breast ornament was brought into Maya territory, in Guatemala, probably by Indian traders, and there it was recently excavated. One of the prize pieces of Tulane University's Department of Middle American Research, it will be on display at the Pan American Exposition.

and the highest values were represented by the brilliant green feathers of the Quetzál bird.

In the leading cities, periodical markets were held where traders came from the most distant parts of the Maya country. Here one would see all kinds of beautiful textiles, fine pottery painted in many colors, foodstuffs and all the other trade-goods that appear even today on the market-places in Guatemala and Mexico among the descendants of the old Maya. Some of the great markets were held in towns where there were temples erected to the gods who were particularly powerful.

Such outstanding sanctuaries were undoubtedly Tikal, in Northern Guatemala, which flourished 1,500 years ago; and Izamal in Yucatán. Famous among late Maya cities was Chichén Itzá, with its sacred well to which came pilgrims from distant city-states to give offerings. These offerings were thrown into the well, and on occasions of great drought or danger of war, humans were cast into the depths of the well as a gift to the gods. Dredging in the well has revealed a marvelous collection of jade, gold plaques, and little bells made of gold; incense, fine pottery, and fragments of textiles. All that was richest and most costly was thrust into the well as an offering to the gods.

We owe many things to the Indians of Ancient America. Many fruits and food-plants were cultivated by them and were unknown to the European; for example, the potato, sweet potato, tapioca, lima bean, pumpkin, peanut, pineapple, tomato, cocoa, squash, etc. Such highly-important medicine as quinine and sarsaparilla were first used by the medicine-man in ancient America. Such an important thing in our present civilization as rubber was first utilized by the pre-Columbian inhabitants of Central America. And we must not forget that maize, or corn as we call it, was an Indian plant, first grown and cultivated in American soil, and now spread over the world as one of our major crops.

The Spaniards succeeded in destroying the Maya *civilization*, but they did not succeed in annihilating the Maya *people*. There are still living today more than one million Indians that are direct and pure-blooded descendants of the ancient Maya, and who speak dialects of the Maya language. In Yucatán and in the jungles of Chiapas, and in the mountains of Guatemala the descendants of the Maya Indians still live in their little palm-thatched houses, attending to their corn-fields and keeping up a few of the ancient industries.

### Cavalcade

(Continued from Page 9)

dashing Ellis P. Bean of Tennessee, who came into Texas to herd wild mustangs with Philip Nolan in the year 1799.

Nolan was slain and his men taken prisoners and carried into Mexico and imprisoned in the dungeons of Chihuahua. Here the King's decree was that the Americans should cast dice and he who threw low was to die. Bean's unconquerable desire to escape tortures of the Spanish rule is shown in the final blackout.

Ten years later he escapes from the Spanish prison, joins the rebels led by General Maria Morelos and becomes the dominant figure in the revolution, which is climaxed in 1821 when Iturbide frees

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Mexico and declares the province a Republic.

The entrance of Stephen F. Austin's colonists, August 12, 1821; the romantic and tragic love story of James Bowie of Georgia and Ursula de Veramendi, daughter of the Governor of Texas, Don Juan de Veramendi, at San Antonio de Bexar; the inauguration of Sam Houston as president of the Republic of Texas at Gonzales; Texas' entry into the United States; and Texas' part in the War Between the States concludes the liberation theme on the North American continent.

Since one of last year's most popular scenes was that of the Longhorns, white faces, and the Texas cowboys, the "Cavalcade of the Americas" is to have its cattle scene, also. This year's presentation depicts the growth of the cattle industry on both continents.

The story swings rapidly into the War with Spain and the third day of the Battle of San Juan Hill. Dawn breaks and Teddy's men storm up the ramp, take the blockhouse, and shoot down the Spanish flag with their gatling guns. As the gold and crimson standard slowly sinks toward the earth, the Stars and Stripes are raised. Spain's dominance on the Western Hemisphere is definitely broken. The Americas are free.

The street scene of the Gay Nineties, which follows, is a play within a play. Costumes, carriages, bicycles, ancient automobiles, and a horse-drawn fire engine are some of the props used for this scene. A woman suffragette is making an impassioned speech at one end of the stage, which ends when she is socked in the face with a tomato by a jeering urchin in the crowd. At the other end, a medicine show is in full progress with Little Egypt gyrating to the strains of "Streets of Cairo," while bottles of Dr. Rucker's Korack Wonder are sold to the eager crowd. The tempo of the times, their songs, speeches, political background, and jokes and drama of the period are all included in this scene, which is one of pure comedy.

The climax of the entire production is the Peace Conference at Buenos Aires in the Argentine. The occasion is the speech of President Roosevelt, which he addresses to "Members of the American Family of Nations." In this speech of about two minutes, Roosevelt exemplifies the whole idea behind the "Cavalcade of the Americas:" *Freedom, Liberation, Brotherhood and his Good-neighbor Policy*, which is the theme of the Pan American Exposition.

Thus, once again, the outstanding show, "Cavalcade of the Americas," becomes the living symbol of the Exposition which sponsors it. Roosevelt remains on the stage for the finale as it passes in

review before his eyes and the eyes of the audience.

We pack into this hour and a quarter the story of the Western Hemisphere over a period of 500 years—the "Cavalcade of the Americas."

A. L. (Red) Vollmann, producer for last year's success, is again at the helm for the new show. He has assembled for his staff those persons who last year learned all about trials and tribulations of a big show when they fought through difficulties and delays to give "Cavalcade of Texas" to Centennial visitors.

Acting with Mr. Vollmann as director of the entire production is Ed. V. Goodin, whose work last season as dialogue director was outstanding. Mr. Goodin will also be remembered as the man who talked back to himself, when he read the lines for both Sam Houston and Andrew Jackson in that memorable scene in the hermitage.

Working with Mr. Goodin in selecting the pantomime cast are Vincent Avery as co-ordinator, and Tol Ware, narrator, who is this year assistant director.

Sets have been designed and painted by Manley K. Nash. Mr. Nash has also supervised the designing of the 2,000 costumes, which are being executed by Joe Johnston, master of wardrobe for last year.

John Hart is again property master, and Lee William Jarchow has charge of make-up, which this season will include some 2,400 characters. Bernie Meyer is property research man and lot superintendent, which is a bigger job than one would imagine. Several hundred head of very temperamental cattle daily air their grievances in Mr. Meyer's unwilling ear.

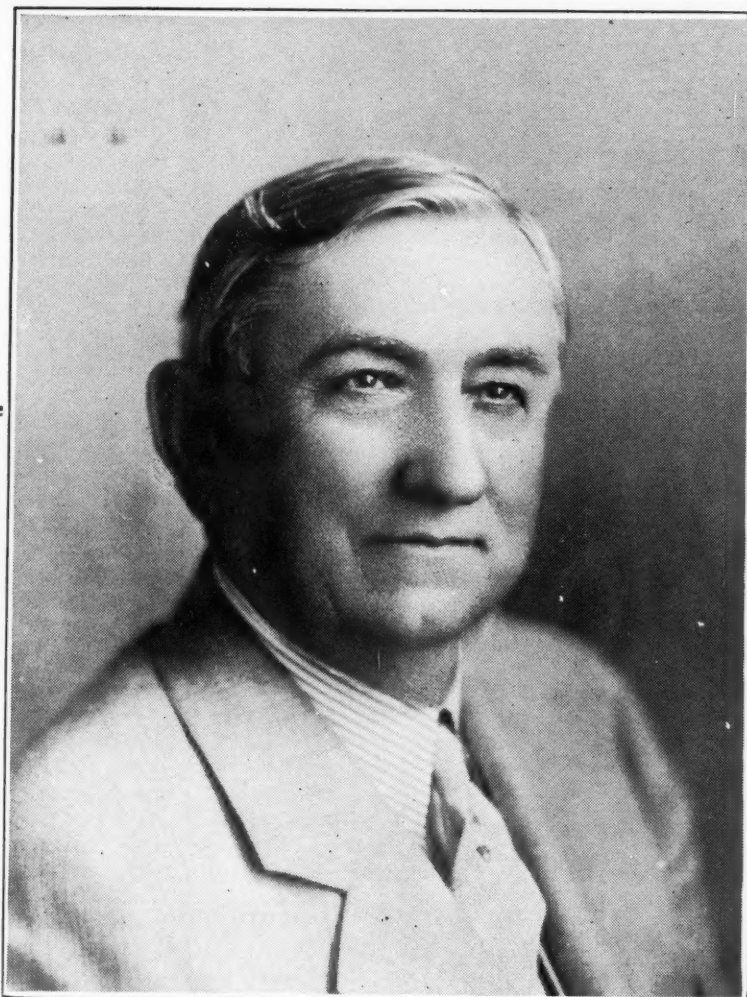
The new sound system will give Texas another notch in her dramatic gun. Known as auditory perspective, it has a set of five continuous microphones in a large central sound room, corresponding with five loud speakers on the great stage. Action and dialogue may now synchronize even more perfectly and follow an actor entirely across the great stage and off.

The great stage of the "Cavalcade" has been entirely rebuilt for the new show; the sound pylons on either side of the stage removed; center stage has been paved so that actors need no longer walk knee deep in mud on rainy days; and from beneath the center ramp a great thirty-foot playing stage can be run out for scenes, thus eliminating the necessity of moving stages across the tracks as was done last year.

All in all, "Cavalcade of the Americas" promises to be a bigger, more colorful, more dramatic and better production than "Cavalcade of Texas." And everybody agrees that "Cavalcade of Texas" was *tops*.

Incidentally, I wrote them both!





**I**N 1930 the discovery well of the East Texas oil field blew in. I knew that something was happening which might change the course of history in Texas, but I had no idea of the staggering importance of this new find.

Development of the East Texas oil field has brought millions upon millions of dollars in new wealth to East Texas and to Dallas. Thousands of lives have been changed in the past six years because of that discovery. Dallas, with the world's biggest oil field in her side yard, escaped the worst of the depression and has steadily advanced.

This year there is an event which has power to shape our destiny with even greater force than the oil discovery in East Texas. The Pan American Exposition is bringing to Dallas and to the Southwest the cooperative efforts of the New World republics in a great display of the Americas' wealth and progress.

Through the \$30,000,000 Pan American Exposition at Dallas, attention is being focused on the

possibilities of Pan American friendship, on the certain dividends of two-way trade among the American republics. The Southwest is the frontier between North and South America. The Southwest, with Dallas as its hub, holds the key to profitable commerce between the American republics.

Here, knocking at our door, is the opportunity to establish our city, our state and the Southwest as the principal trade channel between North and South America. I cannot tell how far the development of that opportunity will take us. I do know that here is a source of wealth greater, more enduring even, than the East Texas oil field.

And I know, too, that by promoting inter-American trade, with the Pan American Exposition as the start, Dallas will be making a lasting contribution to the peace and friendship of the New World.

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### Fakes & Co. Has Remarkable Record of Growth

"A \$1,000 partnership grows into \$1,000,000 business in 61 years."

These few words chart the progress made by Fakes & Company since it was organized in 1876, in Fort Worth.

Furnishing homes in 1876 was hard work, and the members of this old pioneer firm put much back-work as well as head-work into the enterprise. Deliveries were frequently made "in person," when the customer was in a hurry and the two-wheel delivery cart was behind schedule.

After twelve eventful years, in which the old Fort took on the semblance of civilized living, and Fake's began to be a household word for miles around, a second store was opened in Dallas. This was in 1888. This extension was made necessary to render adequate service to a rapidly growing patronage in East Texas, and was under the management of Bailey Fakes, brother of the founder of the firm.

From 1888 to the present, Fakes & Company has been an integral part of the civic development of Dallas and its trade territory.

The wholesale division of Fakes & Company equals the retail in volume of business, and dealers in every part of the state, and adjoining border states, are served by a staff of traveling salesmen. Through these representatives the complete home furnishing services of this firm are available to dealers, affording them the services of trained decorators, and the privilege of drawing from one of the largest stocks of home furnishings in the South.

The Dallas store is under the management of J. O. Yeargan, a director in the firm and a native son of Dallas.

### Oil Center

(Continued from Page 21)

(Seeley Drilling Company). Moved from Mount Pleasant, Texas.

Lloyd Brown, 4716½ Live Oak Street. Moved from Houston, Texas.

I. F. Bringham, 5750 Marquita Street. Moved from Norman, Okla.

C. J. Paine, 3022 Potomac Street. Moved from Tyler, Texas.

J. D. Kittrell, 4846 Swiss Avenue. Moved from Chicago, Ill.

G. E. Barnes, 3405 Harvard Street. Moved from Gainesville, Texas.

J. B. Crouch, 5534 Worth Street. Moved from New Orleans, La.

C. Homer Harrison, 1412 Gulf States Building.

# Dallas-Made Cotton Chopper

## FINDS VAST MARKET

A NEW and fast growing Dallas industry is the Dixie Cultivator Corporation, manufacturers of Scharbauer's Dixie Cotton Chopper. The factory is located in the Love Field industrial district. Throughout the spring months it has been running twenty-four hours a day to meet the demand for its new labor-saving machine.

Scharbauer's Dixie Cotton Chopper is the result of seventeen years of research and development work. The makers perfected their machine and finished the testing period in 1936, when machines were used by county agents, leading farmers and agricultural experiment stations. The machine was offered to the general public for the first time early in 1937, and before the season was far advanced the company was meeting a demand far in excess of its capacity. The size of the factory was doubled, day and night crews were put on, and still the company had difficulty in keeping up with its orders. Plans are now under way to build a factory which will quadruple the company's capacity to produce. This factory will be ready early this fall. The domestic requirements for the machine has been met for this season, and now the company is receiving orders from Latin American countries whose growing season is not the same as that of the United States.

The production schedule of the company was limited to one-row machines this year. But the production schedule

now calls for two-row and four-row machines, as well as one-row models, to meet the demands of cotton growers who are interested in lowering the production cost of cotton.

The Dixie Cultivator Corporation is a Texas institution. The experimental work was carried on in Texas, and the company has been financed and is officered by Texas men.

### No More Swashbucklers

(Continued from Page 12)

made out in favor of John Smith Flannagan. This is not a mistake, and no protest can alter the situation.

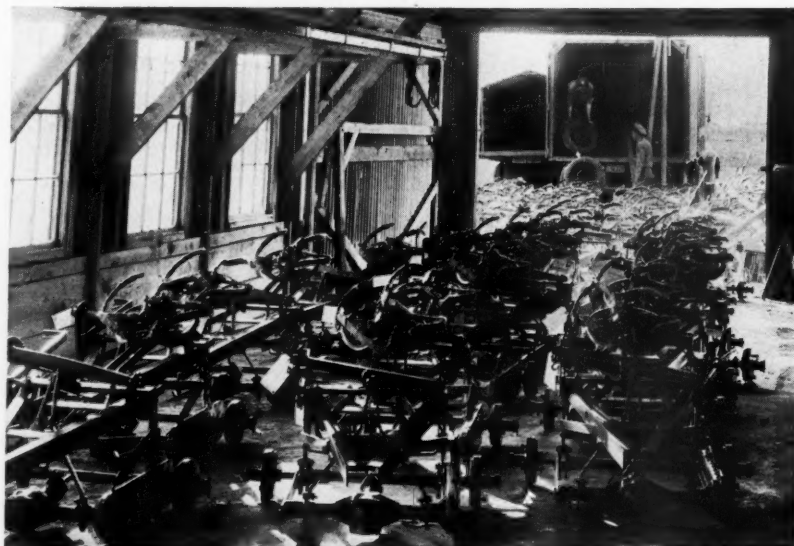
Under Latin law all descent is through the mother because the woman is fairly sure to know whether a child is hers. For that reason the fundamental rule is adopted. This determines the registration of the individual.

Personal records read like the pedigree of a race horse. In the case of John Smith, his name is John. As for his descent, he is by Smith out of Flannagan. The mother's maiden name comes last and there it sticks, sometimes to the hectic concern of Anglo-Saxons who trace lineage through the paternal antecedent.

So, as a man travels through that Southern continent he drags his mother's maiden name along. Almost everywhere he leaves photographs of himself and every now and then he is finger-printed.

(Continued on Page 42)

*Shipment of 61 Cotton Chopping Machines going to Council Plantation, Greenville, Miss., from the Dallas Factory. The machines are shipped knocked down.*



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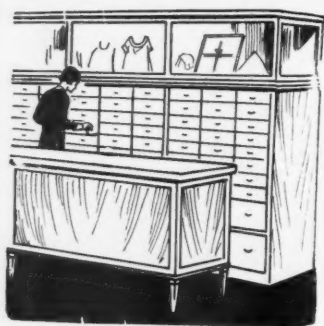
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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS, TEXAS

## Business Review

(Continued from Page 22)

cent increase of the same month of last year. The Dallas Power and Light Company in April increased its gross revenue 5 per cent over April of last year, according to Joseph F. Leopold, Supervisor of Public Utilities.

During the week ending May 7, the Texas Railroad Commission issued 321 permits for new oil wells. None of the permits was for East Texas. The North Texas area led in the number of permits. During the week ending May 14, 474 permits were approved which represented a gain of 152 over the previous week. For this week, however, 124 of the approvals were for East Texas, and this field led in the number of approvals. Other areas, in order of the number of permits, were Gulf Coast, North Texas, West Texas, West Central Texas, and East Central Texas. This information was released by the oil statistician for the Texas State House Reporter.

Electric power consumption in Texas during the month of March registered an increase of 13.8 per cent over the same month of last year while the first quarter consumption was up over 15 per cent compared with the same period for the previous year. Commercial consumption was up 16.6 per cent, industrial 12.3 per cent, residential 17.3 per cent and miscellaneous 11.7 per cent according to the Bureau of Business Research. This same source reports that the composite index on Texas business for March was 95.1 per cent compared with 83 for March of last year, representing a gain of nearly 15 per cent. The gain over the preceding month was slight. The index of farm cash income in Texas in March was 63 per cent above March of last year and 9 per cent above the preceding month.

## Mexico Lists Many Summer Festivals

For the benefit of tourists wishing to see the unusual in Mexico, the Mexican Automobile Association is preparing a list of native festivals and a program of special events due to take place this summer, with advice about clothes, accommodations and routes. This information will be given gratis.

June 24 is the day of St. John the Baptist, and in many sections of Mexico, particularly in small villages in the central part, and in certain streets of Mexico City, festivals of bathing take place. It is believed that the water is free of evil spirits on this day, and anyone may bathe with impunity. In some villages, the people throw flowers on the water, and take their household and church saints to be bathed in the purified water on this day.

## STAR TIRES and BATTERIES

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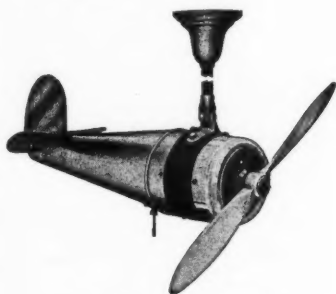
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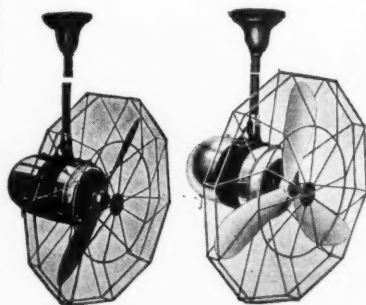
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1115 Hall Street Dallas, Texas

## New Dallas Product Finds Acceptance



Vent-A-Hood is a new Dallas product that is finding ready consumer acceptance in the Southwestern market. The new equipment is being placed on the market by the Dallas Engineering Company, 1115 Hall Street, pioneer manufacturers of electric fans and ventilating equipment. The new piece of equipment is now on display in most of the retail furniture and hardware stores of the Southwest and in the display rooms of natural gas companies throughout the district. For homes equipped with built-in hoods exhaust units are available. The complete hood is obtainable in a number of colors to match all standard decorative schemes.

## Poultry Shipments Up

Shipments of poultry from Texas to interstate points during April increased sharply over April last year, but egg shipments were moderately lower, according to the University of Texas Bureau of Business Research.

Forwardings of all classes of poultry totaled 98 cars, against 71 cars during April last year, an increase of nearly 40 per cent. Egg shipments to interstate points amounted to only 48 cars, compared with 59 cars last year, a decline of nearly 19 per cent.

## Postal Receipts Increase

Postal receipts in Texas during April continued to show the year-to-year increases which have been noted for several months, it was stated by the University of Texas Bureau of Research.

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Every executive, if he keeps up with office-furnishing trends, should modernize his office . . . Do your shopping at Stewart's where you may count on courteous, intelligent service, and where you can buy the finest office furniture—for the most reasonable price!

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Look what you get from a York Portable Air Conditioner . . . at a surprisingly low cost for electric current:

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### 2 Models Offered

One gives summer air conditioning for average-sized rooms. The other is for larger rooms and, at slight extra cost, can be equipped for year 'round air conditioning. Cost is less than you'll expect. Couldn't you enjoy this luxury? Then use the coupon.

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## Air Conditioning

(Continued from Page 16)

a pipe line gathering system, and a refinery now under construction at Mt. Pleasant, Mr. Byrd is one of the leading independent oil producers.

R. J. Byrd, vice-president of Carraway-Byrd, became interested in air conditioning about the same time that Mr. Carraway started to develop his Perfection-Aire system in Dallas. Securing a patent on a rotor which operated in connection with an electric fan, Mr. Byrd saw the wide possibilities that this apparatus presented and set about perfecting it. The present Rotor Humidifier is the result.

Admiral Richard E. Byrd is known all over the world as a daring explorer, a brilliant organizer and a scientist of the first rank. The Carraway-Byrd Corporation is fortunate in having Admiral Byrd as a director, vice-president and stockholder. Years of training and experience have made Admiral Byrd a keen judge of the excellence of mechanical equipment. His presence in the organization speaks volumes not only for the correctness of the principles of the system, but for the way in which Perfection-Aire lives up to these principles.

Additional officers of the corporation are Marion Church, prominent Dallas attorney, who is general counsel; John Campbell, secretary and treasurer, and R. T. Gidley, assistant secretary and treasurer.

The sales department is headed by Jack Walton and all selling will be done through distributors appointed as rapidly as possible throughout the Southwest trade territory. Orders on hand at present exceed production by two months, but with the installation of additional machinery it is expected that production will be in an excellent position soon to keep pace with sales.

H. W. Scott is plant superintendent and his plans for production contemplate a line system that will be modern and up to the minute in every respect.

Perfection-Aire has four exclusive patented features which set it apart from conventional-type air conditioning equipment: the "Condenser cooler," the "Multiplicity coil assembly and dehydrator coils," the "Temperature selector and differential thermostat" and the "Rotor humidifier."

Briefly, the condenser cooler is a compact, efficient device that does the work of a bulky cooling tower with a much lower operating cost. It makes possible installations where cooling towers would be unsightly and impractical. It opens up an entire new field for the air conditioning manufacturer—virgin territory.

The multiplicity coil assembly and dehydrator coils make possible the removal



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To prospective clients, they are a guarantee of modern efficiency in all business practices—an insignia of successful achievement—a sign of genuine consideration for the comforts of others.

Put yourself in the other person's place! Wouldn't **YOU** rather do business where it is cool and comfortable than where it is hot and sultry?

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Virginia Dare Store 1714 Elm

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Zesmer's Slipper Shop 1706 Elm



says **REDDY KILOWATT** ... speaking for **DALLAS POWER & LIGHT COMPANY**

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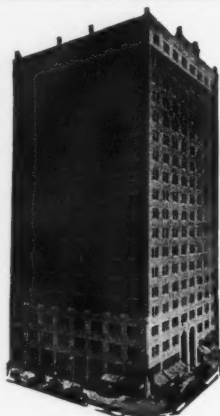
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of excessive moisture from the air without reducing the temperature far below the dew point. This results in more comfortable, healthful air as well as an economical operating cycle.

The temperature selector and differential thermostat act together to keep the inside and outside temperatures always in correct balance. When outside climatic conditions change (as they frequently do) the inside temperature is automatically adjusted to conform to comfort requirements. It is now generally recognized that to maintain a fixed temperature inside a conditioned area regardless of outside changes is not only expensive but bad practice from a health standpoint.

Perfection-Aire is designed to operate efficiently 90 per cent of the time, speeding up by means of the temperature selector to take care of peak loads, which occur only 10 per cent of the time. It is this flexibility that makes Perfection-Aire so economical to operate.

During the winter months when artificial heating is a necessity, unconditioned air is usually too dry for comfort and health. The proper amount of moisture must be added. The rotor humidifier adds moisture to the air in an efficient manner by vaporizing it completely rather than introducing it in the form of a spray which cannot be readily absorbed and must result in air containing water particles. The vaporization process used by the patented rotor humidifier results in a perfect combination of air and water.

The present manufacturing program contemplates the production of air conditioning equipment for "every purse and purpose." Duct system models are being made in three sizes, ranging in capacity from 3 tons to 15 tons. Each size may be arranged for cooling only, for heating only, or for year 'round heating and cooling as desired. Automatic controls are standard on all models and additional equipment may later be added as required without unbalancing the system.

Where a larger capacity than 15 tons is required, two or more standard units may be used to handle the job, making the system unusually flexible and economical.

In addition to the complete line of larger units, smaller portable and compact models ranging from one-half ton to two tons in capacity will be manufactured in quantity. These small models will meet the popular demand for a moderate cost unit that will do a real job of air conditioning in one or two rooms, a small shop or store or in an office. Such a unit is as easy to install as an electric refrigerator.

For the present, sales of Perfection-Aire units will be confined to the Southwest trade territory. Marketing will be done through distributors located in key cities.

Just as Carraway and the Byrds pioneered in the past so will Carraway-Byrd

(Continued on Page 42)



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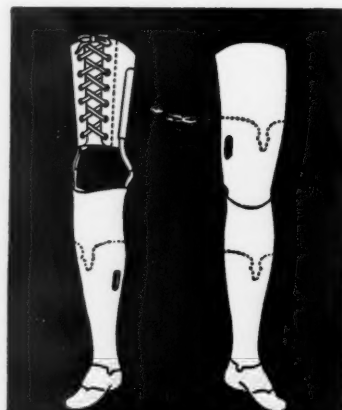
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# Showmanship in Neighborliness

(Continued from Page 7)

Ottawa, Canada, down the backbone of the United States to the City of Mexico, has brought the United States and Mexico closer together. This same highway, as it is pushed on through to Panama, will more firmly tie Central Americans to their neighbors to the North—Mexico and the United States. In a brief span of years this highway will push down both coast lines of South America and then the peoples of the Western Hemisphere will come to know each other as those of one state and another.

With this background, then, it was natural that Dallas' 1937 Exposition should be known as "The Greater Texas and Pan American Exposition." Its theme logically followed—"Be a Good Neighbor."

Farseeing men of North America have long realized that the republics of the Western Hemisphere are interdependent. We of the New World are not bound to the traditions of the Old World. Wars of aggression, hatreds, and long-standing disputes are not for us. All once felt the heel of oppression and all have been forced to gain liberation by the sword. These are bonds of sympathy. Each nation has had to hew a new civilization from a wilderness. Thus the peoples of the New World do not and cannot look to the future through the same perspective as those of the Old World.

The Greater Texas and Pan American Exposition is a real gesture toward the furtherance of the Pan American policy of neighborliness. Through it the people of the United States will gain a liberal understanding of their neighbors and those who visit us from Mexico, Central and South America will come to know the people of the North.

We, upon whose shoulders the responsibility of producing the 1937 international fair has fallen, fully appreciate the seriousness of the task. We know that if the presentation is successful we have done a great service for our community, our state and the republics of the New World. On the other hand, we realize that a slip or failure upon our part can nullify all that has gone before. We call upon the people of Dallas and Texas to give us their sympathetic support, and we ask that from June 12 to October 31 all Texans extend themselves, so that true hospitality will flow unceasingly.

The executive committee, the board of directors, the management and every employee of the Exposition are wholeheartedly giving themselves to make the Greater Texas and Pan American Exposition the outstanding success of the century. To complete the job as it must be completed

the support of all Texas is necessary. It should be remembered that Texas is the gateway state to all the Western Hemisphere south of the Rio Grande. Surely all of Texas will prosper to the extent each Texas community gives of itself to this great movement of "Being a Good Neighbor."

During the life of the Exposition many world figures will visit Dallas and Texas. Some of them will be representatives of governments, but many of them will be interested in establishing trade relationships. Every consideration must be given these guests. They must be made to feel at home, for they are our honored guests. Friendships made at this time may become lasting and extremely beneficial.

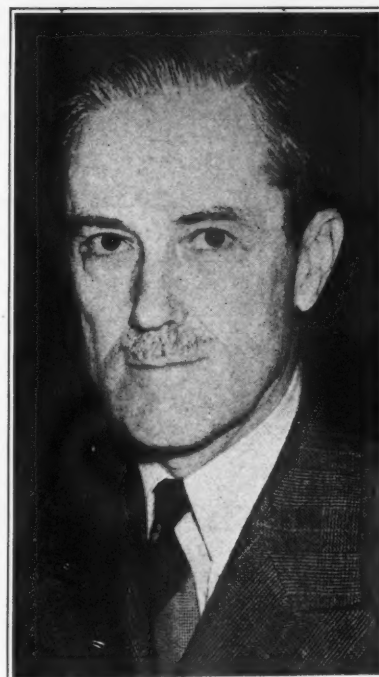
Opening day of the Exposition will be a day outstanding in the history of the Southwest. The program now under consideration and arrangements being made will not only bring high officials of our own national government and of the different states to Texas, but equal representation from participating nations. Official ceremonies will not only be dignified, but extremely colorful. The plans include a world-wide broadcasting hook-up and a number of features that will place Dallas and the Exposition before the people of every land and tongue.

Primarily the 1937 Exposition is educational. The very fact that thirteen Latin American republics, and one of Uncle Sam's territories, will be represented by comprehensive exhibits in the Pan American palace, makes the fair definitely cultural.

The Pan American Palace, a magnificent building, in the heart of Pan America, will vividly express the cultural, industrial and economic lives of the people and governments of the participants. Through these exhibits a liberal education will be available as to the natural resources, agriculture, arts and crafts of countries that have always been more or less a legend to many citizens of the United States.

The federal government, the state of Texas, the city of Dallas, municipalities and private business are also contributing their quota to education. Their buildings and exhibits have a story all their own.

To build a well-rounded Exposition, like any other show, there must be a playful side. People want amusement as well as intellectual entertainment. Scientific kindergarten work, through entertainment and amusement, instills into the minds of little children fundamentals that open the way for higher training. So it is with the adult. Through song and play the adult collects mental pic-



FRANK L. McNENY

tures which leave their indelible impressions throughout the span of life.

The Exposition is investing heavily in entertainment. It will provide an outstanding night-supper club in the Pan American Casino. Here will be seen stars of the stage, screen and opera. The Casino will be air conditioned. Its show will be clean and refreshing, yet typical of the trend of modern theatre.

The *Cavalcade of the Americas*, a stupendous dramatized spectacle of the history of the New World since the landing of Columbus in 1492, will highlight outstanding historical epochs from the discoverer to President Frank D. Roosevelt before the Inter-American Peace Conference in December of 1936. "Cavalcade" is colorful. It is romantic, yet historically reliable. It is appealing because it presents the struggles of all the Americas for liberation. It is sympathetic in expression and thought, yet swift in action and presentation.

It is not over-confidence that makes me bold to claim an unusually high-class collection of shows and concessions for *La Rambla* and other ground spots. The management has carefully weeded out the objectionable and selected those features considered extremely amusing and in many cases educational as well. There will be no need to blush or droop one's head at any performance that will be seen within the corporate limits of Pan America.

Clean sport has not only been a body builder, but has been a producer of warm

(Continued on Page 54)



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**Air Conditioning***(Continued from Page 40)*

Corporation continue to pioneer in the development of further improvements in air conditioning equipment, endeavoring always to effect new savings, new efficiency and new economy of operation. Expansion will come as rapidly as production permits and sound judgment dictates.

**No More Swashbucklers***(Continued from Page 35)*

Almost invariably he presents a sworn certificate that he has never been convicted of a felony, and there are few indeed of any of these countries open to those who exercise a conscientious scruple against vaccination.

One must certainly carry, in addition to his passport, police endorsements proving that, in bootleg days, he kept out of the penitentiary; and the doctor's formal declaration that he is free from trachoma and syphilis, and is immune to smallpox.

All of this presupposes the possession of a United States passport, and these are not issued to people with a criminal record. Even a slightly shaded past may cause delays while the case is reopened and investigated. The main point, however, is to have a birth certificate handy.

These are not always easy to obtain. In many sections of the United States the matter of registering new arrivals into this world was seriously neglected thirty years ago. Of course, as under Latin law, a mother may know about her children, and such an affidavit is acceptable. Mothers, however, are not always available. In that case an affidavit, made by one who has known the applicant for twenty years, nerves the purpose, provided the name is good old Anglo-Saxon.

This prevalent lack of birth certificates causes endless difficulty right here at home, and helps to illustrate that it is more trouble to get out of this mundial existence than it is to get into it.

In all traveling through Latin American countries, Uruguay excepted, the closest attention to family history and record is essential and travelers owe it to themselves to carry all the formal documents along.

But it is not alone the matter of passports and health certificates and police endorsements, which call for attention. After all United States documents have been obtained—and this detail is complicated enough—the matter of visas is to be met. In other words, the consul for each country to be visited must be seen before the traveler embarks. On the blank pages of the passport those consuls endorse approval and paste a certain number of revenue stamps of the countries represented.

Those stamps cost something and occa-  
*(Continued on Page 46)*

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## Mexico On Parade

(Continued from Page 13)

eign middlemen who dispose of them to the consumer as of different origin, thus eliminating the word "Mexico."

Expositions of the kind shortly to be held, therefore, constitute a means of vindicating the producing capacity of a nation, for at them the public may gain first hand information, and make comparisons with what it has seen elsewhere and in other countries, under fake trademarks.

Mexican Government officials entrusted with task of getting together the collection of goods and articles to be shown at the Dallas Exposition have announced their intention of showing the American public what Mexico has to offer to the speculator, the tourist and the consumer; and also in the field of art, in the best sense of this word.

On the Exposition premises Mexico will make an exhibit well worthy of a country catering essentially to the tourist, and we shall, in this connection, review by and large what has been done to meet the myriad needs of the traveler who goes into the heart of a new country, with varied climates and where he may, at times, miss certain comforts and conveniences.

The Government has done intensive work for sanitation of the villages through which the tourist will pass along the highways, and has carried out really important works for pure water supply, with chlorination plants in some cases; it has also compelled installation of sanitary conveniences, and that petroleum be freely used on swampy tracts in malarial

districts. In a word, the Government has devoted very special attention to the branch of public health, so that the tourist coming to Mexico, from now on, may traverse the length and breadth of its territory with the certainty that he will run no risk under its head.

To afford prospective tourists a better idea as to what points have already been protected by official action in the matter of public health, plaster casts, photographs and charts showing where good drinking water is to be had and where not, and also sanitary status of different places, temperatures, climatic conditions, etc., will be on view at the Exposition.

The Government, in view of the obvious connection existing between the above and other aspects promoting tourist travel, will likewise exhibit, in the form of plaster casts, photographs, plans, ample data, maps, etc., as to airways, the network of main and secondary highways and roads, railways, etc., with informa-

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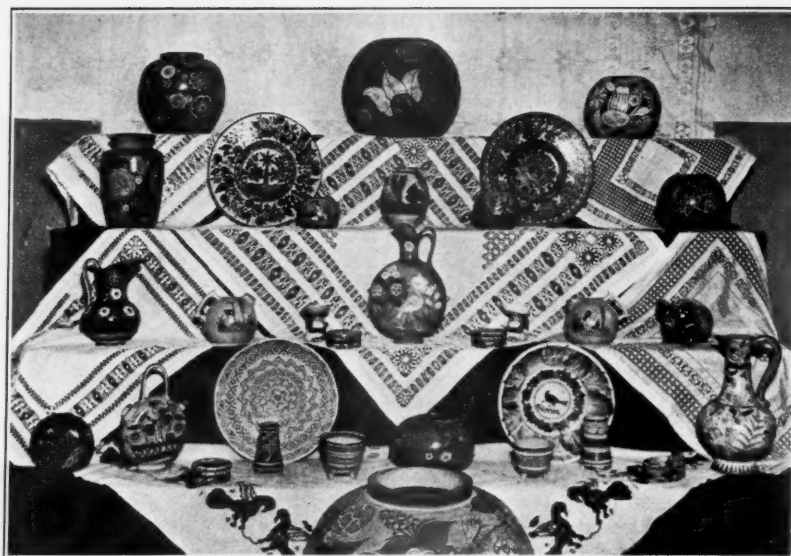
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tion as to distances, hotel and other accommodations in each town, fuel and provision supplies, woods and hunting grounds for sportsmen, waters for fishing, beauty spots, some in tropical sections and others so cold as to be enveloped in eternal snows. Lastly, historical details will be furnished in regard to the most celebrated archaeological zones of the country, constituting the cradle of ancient civilizations that thousands of years ago preceded what is now the Mexican nation.

From those ancient races (125 tribes all speaking different languages) comes that multiplicity of popular arts that so keenly arouse the interest and curiosity of the traveler from abroad as he goes hither and thither in the Republic of Mexico. Samples of all these artifacts will be exhibited at the Pan American Exposition by Mexico.

The Mexican Committee organizing this exhibit, of which I have the honor to be a member, is getting together a collection, that will be as complete as possible, of what constitutes popular arts, which may be summed up in the following industries: ceramics, with the characteristics peculiar to each section of the country, for that made at Guadalajara is quite different from that made at Puebla, or Oaxaca or Aguascalientes; blankets, and spun and woven goods in general, even to the fine and delicate hand-made drawnwork that bears comparison with the product of Brussels or Ireland. In this sense the Mexican Government proposed to exhibit a wide range, from the beautiful and high grade sarape from Saltillo, worked in silk, through the charming Mexican rebozos or shawls so greatly appreciated by exacting users in Europe down to the thick all wool blankets from

Oaxaca that draw the attention of the alien traveler due to the symbolical designs worked on them by the Indians of that section.

Another exhibit worth noticing at this Exposition of things Mexican is a collection of painted work, wooden bowls, basins, etc., from Michoacan, the home state of Mexico's present President, General Lazaro Cardenas, and the typical costumes of the women that convey to the beholder of these skilfully made artifacts an impression of the natural beauties and delightful climate of that section.

Thus far we have covered the Mexico that appeals to the tourist, due to its beauties and its arts and crafts; but another point of enormous interest is the constructive work being carried out by the Government, that will be shown in summarized form to the many visitors that will throng the Dallas Exposition.

We refer, among other things, to new railroad construction, like that being pushed on the Yucatan Peninsula to open up enormous and wealthy sections to development by men of enterprise; another line that will touch a rich mining district in southern Michoacan, abounding in gold, silver and iron ores in fantastic amounts; yet another railroad is being built on the East Coast to promote oil development, hardwood lumbering and all-around development.

Mexico is also devoting very special attention to highway building, having succeeded in finishing a great trunk road reaching down from Laredo on the border, through Mexico City to the Port of Acapulco, and is also busily engaged on construction of another artery that will join the capital of the Republic to Gua-

(Continued on Page 47)



# THE TEXACONE COMPANY

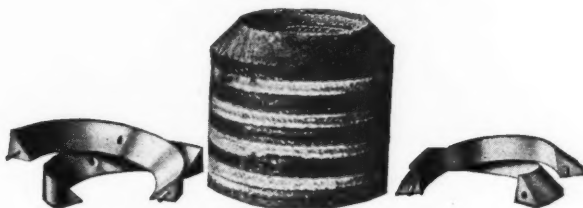
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FRICTION CONTROL SYSTEMS



EXHIBIT TEXAS CENTENNIAL CENTRAL EXPOSITION, 1936

# NO MORE *Swashbucklers*

(Continued from Page 42)

sionally there is a head tax into the bargain. Tourists generally escape with the payment of from three to ten dollars. Commercial representatives of business houses attempting to operate abroad must pay an additional tax covering the special situation.

At the same time, in some instances, bond must be provided or a cash deposit made to meet the possible cost of sending the man or woman back to the United States, should anything untoward occur. Quite too often in the past foreign governments have been forced to defray such expenses, and they will do so no longer. All that is necessary to be shipped home is for a man to whip a policeman, or for a woman to forget the dignity of her position as a woman.

These, however, are details. The first thing is to run down a consul. An American living in the interior of the United States, travels to the port, after he has obtained his passport. There he expects to find the consuls he must interview.

If it is just one consul he is lucky, but generally two or three or half a dozen are on the list since he wants permission to land wherever the ship makes port. Under such circumstances, unless he gives himself plenty of time he is likely to experience trouble in leaving his own country on schedule, since shipping companies will not permit any prospective passenger to embark until his documents are in perfect form.

Unless the record is complete, true and perfect, he will have a hostile reception committee waiting for him when he attempts to disembark. Latin American countries do not want tourists who talk loudly and attempt to impose themselves upon others. As for those who expect to make their homes abroad, a close selection is applied, and discourtesy is a crime. Too many undisciplined Americans have made it hot in the past for too many strangely uniformed policemen.

This operation of securing visas may require several days and entail considerable expense, especially if there are many lands to be visited. Finally, however, they are all accumulated and the traveler sets out in high hopes, only to find that the operation has just started. After the traveler gets into the countries he is visiting he must get out again, and this is about as difficult as it is to get out of the United States.

If a traveler expects to spend more than a week in any one country he is more than likely to be called upon to visit police headquarters in the strangely for-

eign city and take out a "cedula." This is an identification card with a number and bearing both photograph and thumb prints. Again he repeats his life history and gives his record. All documents are demanded and produced. Frequently the traveler is vaccinated again and if he is sick he must go straightway to a doctor for medical examination. He or she is weighed and measured and women must give their age, confirmed by certificate of birth.

There exists a very good reason for most of the restrictions placed upon travel throughout South America.

When the United States was young we admitted everyone. Since then the lesson taught has been taken very much to heart. Today we make it even harder for foreigners to enter our gates than any South American country does. Both bonds and deposits are, in some cases demanded, and we insist upon both financial and moral endorsement.

But what really makes the trouble in South America is that Europe will not admit doubtful characters from the United States. Finding it too hot for them here, such characters turn to South America, often with falsified documents. The result has been a flow of American criminals and agitators in that direction. Of course they are not wanted.

In addition to this, even reasonably good citizens at home have contributed to the difficulty. Away from the eyes of friends and neighbors, they are prone to forget themselves entirely and show an utter disregard for the rights of those living in other countries. Thousands of disagreeable episodes have been recorded. Such things can happen no longer, and it is as much to the interest of the United States to prevent any repetition as it is to the interest of other countries to do so. The ban has been definitely placed upon American swashbucklers likely to give this country a bad name abroad.

But, in the interest of legitimate tourist travel and the interchange between nations, it remains to find relief from a condition which is complicated by official intervention at almost every turn. Varying laws and changing rules leave all concerned confused and often irritated.

In this connection the idea has been advanced to internationalize the matter of travel permits as between Western nations. This plan incorporates the formation of one single bureau where all facts with regard to any single individual may be assembled, all necessary photographs collected, and all finger printing



Geraldine Robertson, star of the "Cavalcade of the Americas," points out the travel attractions of South America.

accomplished.

Then, under proper direction, a single card to supplement the essential passport might be issued. In effect, this would be a certificate of good character and might cover both exit and entry into a country. Then, while a traveler was disembarking from any ship or plane, the mail sacks, simultaneously unloaded, would carry the records of each passenger, addressed to waiting police and immigration authorities.

The objection to this plan lies in the possibility of failure in a system which takes all countries into account at once, rather than the special conditions existing in the land which happens to be the final destination of the traveler. A man with friends and perfectly acceptable in Peru, might still be under the ban in the Argentine, yet he could visit neither if the set rule applied for all. At the same time, provided no set rules did interfere, some fact known privately or some purpose vaguely suspected might easily stand against an applicant for travel privileges or admission to a particular nation.

Such arguments against the establishment of a central bureau, controlling travel between the nations, have been definitely answered, however. It is held that the reason for the existence of a bureau of this character would lie wholly in the protection of the legitimate tourist and the moment any rule was transgressed that protection was automatically removed. It is further held that, as for those with ulterior purposes, they could enter anywhere, including the United States, at many places along the long frontiers.

It is a fact that those criminally inclined and agitators do actually enter and leave almost any country without valid documentation today, while those with wholly constructive reasons for traveling — really good citizens — are subjected to

(Continued on Page 52)

## Mexico On Parade

(Continued from Page 44)

dalajara and the West Coast; this road will pass through the heart of the wonderful State of Michoacan, so much admired for its beautiful scenery, its lakes and ancient legends, and where the tourist will receive impressions no other portion of the earth's surface may give him.

The Mexican exhibit will also show photographs of our national parks, and of the mighty irrigation works completed and under way; collections of birds unknown outside Mexico; a collection of precious woods classified according to the sections that yield them in enormous abundance; samples of ores of all kinds, precious stones, gold nuggets, pearl oysters, etc.

Our Committee plans to stimulate producers of grain, fruits and flowers, especially of such as are of the highest quality, to induce them to send samples; in this connection we are endeavoring to get together a coffee exhibit, and cocoa, vanilla, chick peas and other products ranking among the highest qualities known will also be sent. Mexico is specially interested in showing that these articles are produced on her soil, even though they may, in Europe and elsewhere, be disposed of as from other places.

The Mexican Government will send to the Exposition a group of twenty or thirty artisans to make some of these articles mentioned above, right before the eyes of the public visiting the Exposition, and will likewise, through expert hands, afford opportunities of realizing the excellence and even the peculiar flavor of certain articles, such as our coffee, cocoa, and chick peas.

This aspect of Mexico's exhibit will undoubtedly arouse extraordinary curiosity among the American people, and will assuredly prove to be the most practical means, due to its originality, of advertising what Mexico has for export to other countries, with noticeable advantages as regards quality.

Many other things will, of course, make up our collection of Mexican samples, among them, glassware, artistically hand carved hardwood furniture and a number of other things wrought in silver and iron.

As Mexico has accepted with heartfelt enthusiasm the cordial invitation extended by the City of Dallas to attend the Greater Texas and Pan American Exposition, I am sure that its contribution will be one of the most attractive and will draw the attention of all visitors, for this country shelters the most delicate artistic skill, and its natural resources, its varied climates, its many beauties, its legendary lore and its romantic atmosphere, are inexhaustible sources of satisfaction to the most exacting tourist and the most profound scientific investigator.



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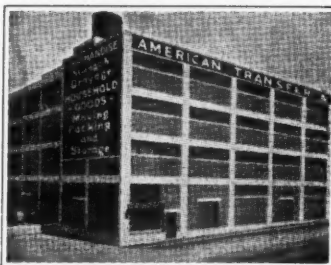
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*The Hotel of Ideal Southern Hospitality*

Rates \$1.50 and Up

Ideal Location:

Main to Commerce at Murphy Street

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White shoes are MUST items with men and boys this year.

Answer the call with shoes of smart style and moderate price from our large stock in Dallas.



THE LINE INCLUDES  
EVERYTHING MEN  
AND BOYS WANT

Write for special bulletin... or send us your orders.

*We bought before recent advances...  
and pass the savings on to you.*

**GRAHAM-BROWN SHOE COMPANY**

For 26 Years... The Southwest's Wholesale Shoe Market

DALLAS, TEXAS



When you see me don't think of Life Insurance, but when you think of Life Insurance see me.

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Life and Accident Insurance Company  
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For Factory, Industrial and Trackage  
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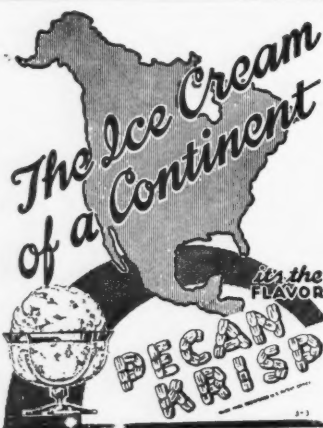
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"Goteverything"

BETTER BUILDING MATERIALS  
AT LOWER PRICES

W. H. SEARS, Sales Manager

816 S. Haskell Avenue Dallas



Manufacturers and Distributors  
PURITY ICE CREAM CO.  
1200 S. AKARD DALLAS 7-5264

### LINGO LUMBER CO.

2630 San Jacinto

Phone 7-8525

## Headliners

(Continued from Page 18)

the new era of Pan American neighborliness.

Mr. Daniels was born in Washington, North Carolina, May 18, 1862, the son of Josephus and Mary Daniels. He was educated in the Wilson, North Carolina, Collegiate Institute and in the Law School of the University of North Carolina. At the age of 18 he became editor of the Wilson Advance.

President Woodrow Wilson named Mr. Daniels Secretary of the Navy, a post of vital importance while the United States was at war with Germany and the Central Powers. Under Secretary Daniels' most able administration, the United States emerged as one of the greatest naval powers in the history of the world. When President Franklin Delano Roosevelt was inaugurated, he appointed Mr. Daniels ambassador from the United States of America to the United States of Mexico—an appointment which has won great success for the Administration's Good Neighbor policy.

Despite his great achievements in diplomacy, Mr. Daniels still likes to think of himself as a newspaperman. In 1885 he became editor of the Raleigh, North Carolina, State Chronicle. He later consolidated the newspaper with the North Carolinian and The News and Observer, and is still publisher of the Raleigh News-Observer. He has received numerous degrees from Universities and citations and decorations at home and abroad.

As both a civic leader and as a business man, Mr. Smith, the new president of the East Texas Chamber of Commerce, has achieved unqualified success. He was educated at Wesley College, Greenville, where he was graduated in 1906. In 1908 he entered the cotton business in Fort Worth, where he remained until 1916. In that year he moved to Mexia, and continued in the cotton business until 1919.

He organized the E. L. Smith Oil Company in Mexia in 1919, and was president of the company until its interests were disposed of in March, 1937. He has since continued as an independent oil operator.

Mr. Smith makes his home in Mexia and Dallas, and his business address is in Dallas.

He is a director and vice president of the Le Valma Petroleum Company; chairman of the board of directors of the Haynes B. Ownby Drilling Company; vice president and director of the City National Bank of Mexia; director of the Berry-Barnett Grocery Company; director of the Mexia Textile Mills; director of the Mexia Chamber of Commerce; director of the American Petroleum Institute;

(Continued on Page 54)

### Oldham & Sumner Lumber Co.

"Adjoining Centennial Grounds"

Quality Materials

Loans Arranged

927 South Haskell

Phone 8-5185

## P. O'B. MONTGOMERY

BUILDERS  
ENGINEERS

913 South Akard

Builders of

## The PAN AMERICAN CASINO

### The Appreciation of the Advertiser is Evident

We are completely sold out of all posting space in the cities and towns operated by North Texas Advertising Company, until late August datings. Even then we will be able to take care of only two or three additional advertisers.

We are making every effort to conduct the most advanced type of outdoor advertising service—posting, painted displays and semi-spectacular displays—in America.



1900 N. St. Paul

Telephone 7-9135

DALLAS

Fort Worth

Waco

## Southwest Finance

(Continued from Page 17)

came from the Southern portion of the United States was the heavy gum content. Dr. Herty's work, however, has proven that the drawback can be overcome, and such evident progress has been made that Canadian manufacturers of newsprint have become alarmed for the continuance of their supremacy. Dr. Herty, a native Georgian and former professor at the Universities of North Carolina and Georgia, has long believed that Southern pine could be made into paper which would compare favorably both as to quality and cost with the product of Northern spruce. In his early work the chemist was handicapped by the lack of sufficient funds, but approximately five years ago the Chemical Foundation, Inc., contributed \$50,000 for the equipment of a pulp paper research laboratory in Savannah. Subsequent donations by the Foundation enlarged the sum to \$300,000, to which the State of Georgia added \$40,000. With this financial aid Dr. Herty succeeded in the brief period of five years in laying the foundation of a great industry. All technical problems seem to have been satisfactorily solved. In fact, paper manufactured in a Canadian mill using Southern pine in accordance with Dr. Herty's instructions proved to be of a definitely better grade than the ordinary spruce product. From the standpoint of cost the Southern mills will enjoy a distinct advantage.

Much less land is necessary for the growth of Southern pine to support a mill operation than is required to grow the spruce and fir of the Canadian forests for a similar mill in Canada, since the former comes to necessary size for use in much less time. About 2,000 square miles of Canadian land would be necessary to supply perpetually the timber for a 500 ton newsprint mill, if the quantity of wood required were about 1 1/5th cords per ton, or a total of 180,000 cords per year. In the South, where the growth amounts to at least one cord per acre per year, only 300 square miles of land would be required to keep such a mill in perpetual operation. Pine trees from which the Southern paper is being made can be grown in from ten to twenty years, according to methods of reforestation and fertility of the soil, whereas the Northern fir and spruce require about ten times as long.

New outlets for newsprint which have made their appearance in recent years are encouraging to the Southern grower of pines and to the mills that have invaded the South to turn these pines into paper. Up until 1930 newsprint could be sold only to newspapers. There was no other use for it. So the newsprint market de-

(Continued on Page 51)



## DYNAMIC

This compelling neon, spectacular 60 feet by 22 feet, with unique flashing effect constantly tells thousands crossing the Houston Street viaduct about Southern Select Beer.

*Our monthly rental plan includes display, current, location, insurance, and complete maintenance.*

## OUTDOOR ELECTRIC ADVERTISING INCORPORATED

WATTY THOMPSON, President  
TELEPHONE 7-8575

GENE BOECKMAN, Vice-Pres.  
2229 CEDAR SPRINGS

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The safe replaces the upper drawer and is concealed by a false file front.

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Substantial combination lock automatically controls three-point lock bolts.

See our complete line of Steel Filing Equipment.



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BUILDERS**

*Since 1889*

DALLAS, TEXAS

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12 approved trucks and  
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Have Your Suit . . .  
Individually Tailored

Fine Imported and Domestic  
Woolens

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Not over ..... \$50.00

**The Model Tailors**

*Largest Tailors in Southwest  
Established Since 1916*

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Call 7-6057

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*Authorized Ford Dealer*

420 North Harwood      7-4144

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**USED CARS**

423 North Harwood      7-1534

## *Shoe Wholesaler* BUILDS FINE NEW SAMPLE ROOM



Above is shown a view of what has been called the South's finest shoe sample room, recently put into service by the Graham-Brown Shoe Company. Coerver and Company, another Dallas concern, designed and built the sample room.

The sample room is of modernistic design executed in light brown and chromium. The woodwork is of red gum, a native Southern wood of beautiful color and figure bleached to a very light color. The inside of the display cases is of light tan with a dull enamel finish and have concealed lighting. The shoes are shown on chromium rods supported by adjustable brackets. The long sides of the room are used for displaying men's and women's shoes. The ends have plate glass shelves for the display of infant's and children's shoes and for the showing of house shoes.

An innovation in show room design is carried out with a series of miniature show windows which extend all around the room below the main display cases. These windows are replicas of standard retail store show windows and are used to illustrate the proper display of footwear. A system of indirect lighting adds to their charming simplicity.

The room is served by two large sales tables of modern design to match the display cases. These tables have tops of brown leather and fittings of chromium. The chairs have chromium finish steel frames with brown leather upholstery. The floor is covered with light brown

marbelized rubber with black border at fixture line. The master lights of the room are two large chromium and glass fixtures suspended from the ceiling. These fixtures carry out the idea of indirect lighting to give the room a daylight effect free from glare.

The Graham-Brown Shoe Company is one of the largest wholesale shoe houses in the world. The Dallas house was opened twenty-six years ago and since that time has extended its field of operations into many states and foreign countries. The company controls the design and manufacture of many of the shoes which it distributes. The company originated the Austin Arch Shoe which is now so widely in demand throughout the country.

### **Generator Service Station Enjoying Growth**

The Generator Service Station, 411 Orange Street, is distributor for the Globe Battery-Packard Cables, and Mallory Ignition service. They are also official jobbers for Rexhide Brake Lining. The firm is also the Authorized United Motor Station. Battery recharging, rental service, generator, and starting repairs is specialized in by this institution.

M. F. Murray, operator of the Generator Service Station, has been in the ignition business in Dallas for twelve years. The station also repairs radios and radiators.





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 Seltzer Water, Aerated Triple Distilled Water  
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 Standard and Portable Typewriters . . All Re-  
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Bus. Phone 7-2835 Res. Phone 8-9561

**A. J. Beneke Garage**  
 High-grade repairing on all makes of  
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 las' largest department stores.

1408 Camp Street,  
 Dallas, Texas

**DUNLAP-FARRAR  
 COMPANY**  
 North Texas Building  
 Phone 2-1281

## Southwest Finance

(Continued from Page 49)

pendent entirely on the circulation of the newspapers and the amount of paper needed by the newspapers to print their advertising. But in recent years magazines have stopped using smooth paper and have adopted instead a form of coated newsprint. It is considerably cheaper than the book stock generally used.

When it is possible to buy from Southern mills the paper for which \$170,-000,000 is now spent yearly outside the country, it will mean a vast increase in business in the United States. For economists know that this amount of money put out in industrial needs normally revolves about 10 times annually, creating \$1,700,000,000 worth of business each year. This will be quite an item added to the national wealth and it will undoubtedly nudge the country's prosperity to higher levels.

In view of this rapid expansion, many have asked if the kraft industry is not in danger of becoming over-built in the next few years. Naturally it is not possible to predict whether or not the industry will over-expand in the future, but facts seem to indicate that mills now under construction at a cost of approximately \$60,000,000 will have a ready market for their products. In the first place imports of kraft pulp and paper have been running roughly 500,000 tons per year for several years. It is reasonable to believe that these imports will be largely replaced by the increased production of Southern mills. Secondly, kraft products of the North where pulpwood is growing scarce and manufacturing costs are high, will be to some extent displaced by the less expensive Southern products. In the third place, the market for kraft products is increasing at an amazing rate. This expanding tendency became apparent about 1928 and continued throughout the depression without interruption. Consumption increased approximately 1,000,000 tons per year from 1931 to 1936, and at present many manufacturers report such a glut of orders that deliveries are hopelessly behind. In view of these facts, and supposing a continuation of recovery, it would appear that mills now being completed will not over-expand the industry, but that still more manufacturing plants will shortly be needed.

With millions of dollars pouring into a new industry a natural question is—"What about its permanency?" This question is especially pertinent in view of the fact that New England and Great Lakes spruce forests are seriously depleted and that there is reason to fear a world-wide shortage in the near future. At present there are 200,000,000 acres of pinelands standing in the South, and this acreage could be enormously increased if necessary. It is estimated that the South can

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*Building Contractors*  
 DALLAS BUILDERS SINCE 1914  
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 Ties . . . Shoes . . . Trousers**

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**BRUTON'S MEN'S WEAR**  
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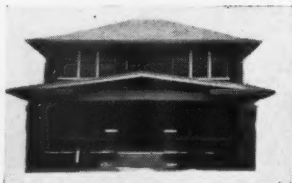
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Firestone Tires  
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TIRE & BATTERY COMPANY

Jackson at Market Phone 2-1417

Visit Our Store for . . .

Reasonably Priced Merchandise During  
the Pan American Exposition

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Open a Budget Account!

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produce 50,000,000 cords of pulpwood per year while the United States, annual consumption for paper production is approximately 12,000,000 cords. The greatest advantage that the South enjoys, however, is the fact that a pine forest can be grown to commercial pulpwood value in much less time than the Northern spruce.

Although the South has more than enough pine forests to support the industry, even if it develops in accordance with the most optimistic forecasts, it is obvious that a program of reforestation is necessary to prevent a repetition of the history of Northern spruce. It is encouraging that work has already been started with this end in view.

The comparatively short time required by pine trees to attain commercial value is of inestimable importance in this connection. This brief growing period makes it possible for a farmer with a sizeable tract of timber to "harvest" a portion every year and by replacing each tree with a seedling at small cost, he can obtain an annual revenue without endangering the source. Thousands of acres of worn out cotton lands could easily be devoted to pine forests, thereby reducing our troublesome cotton surpluses. Moreover, such a system of "tree farming" fits into many projects recently inaugurated or now contemplated for the benefit of the farmer. For instance, soil erosion can be checked by reforestation, the reclamation of millions of acres of land now unsuited for agriculture could be accomplished; many rural communities which are no longer self-supporting would receive substantial aid.

## No More Swashbucklers

(Continued from Page 46)

difficulty, delay and inconvenience. The blame for this, however, rests with the criminals and the agitators and in the nature and the conduct of North Americans who have visited South America in the past. The responsibility for trouble encountered is not to be unloaded unthinkingly upon the governments of Latin America.

Certainly the situation as it stands gives ground for more international conferences

in the Western Hemisphere, to still further cement the bonds of friendship, based in understanding.

And until adjustments can be effected a serious obstacle stands in the way of hemispherical conciliation, established in acquaintance and understanding. Just now the matter of travel between Western nations seems complex and does develop episodes, but it is not really onerous. It calls for an appreciation of the reasons for the difficulties existing before unseasoned and quick tempered North Americans can make the long journey without loss of dignity, and without cooling heels in the ante rooms of some, perhaps several, police stations.

MR. ALH. REED  
vice president and  
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of American Paint  
& Supply Company  
recently was  
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Reed advises this  
contract is for  
thousands of gal-  
lons of Dallas  
made products  
and they received  
the contract as  
lowest bidder.  
Mr. Reed has  
been connected  
with this com-  
pany for over sev-  
enteen years and  
the company has  
operated here for  
over a quarter of  
a century.



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F. B. DUNLAP, Active Vice-President

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Dependable Abstract and Title Insurance

Beautiful and intricate lighting ef-  
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FURRIERS AND TAILORS

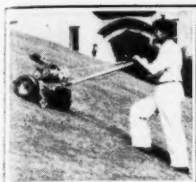
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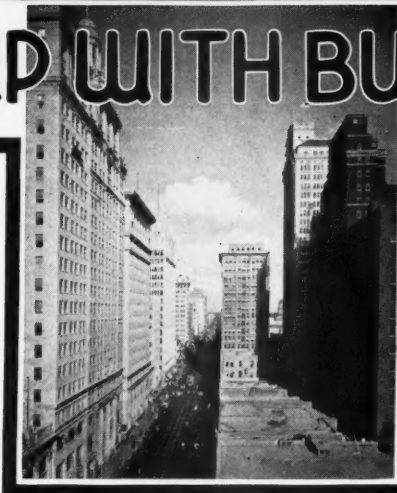


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Automobile Washing . . .

Steaming . . . Greasing . . . Oil . . . Gasoline  
Permanizing

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The coming of the electric refrigerator as America understands it today laid the ground work for another boon to mankind that, in many ways, might be considered even more of a blessing than a better method of preserving food. For the principle incorporated in the electric refrigerator is exactly the principle underlying the electric room cooler, according to Joe Hoppe, local dealer for Delco-Frigidaire products.

"Taking excess heat and moisture out of a refrigerator cabinet," said Mr. Hoppe, "is fundamentally no different than taking the same undesirable elements from a living room or office. In either case it is done mechanically by means of the now well-known principles associated with the home electric refrigerator.

"Of course," he continued, "we do not reduce the temperature of a room to as low a point as is done in the refrigerator. That would spell discomfort, whereas electric room coolers, such as the Frigidaire room cooler, are designed to give genuine comfort for the human body, and being under automatic control, can be set to satisfy the desires of the user. Outside temperatures in midsummer have no terrors for the person who must remain indoors but who has a Frigidaire room cooler.

"It is important to bear in mind that true comfort indoors in summer cannot be established with the use of devices which do no more than move air around a room. The underlying cause of discomfort must be removed from the room itself, and that cause is the heat of the room coupled with excess humidity. In fact, comfort in summer is accomplished by reversing the very processes which we use in winter to obtain comfort, which is adding heat and humidity.

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Pan American Exposition*

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### Showmanship

(Continued from Page 41)

and lasting friendships. Believing this to be true, the Exposition management has arranged for the most elaborate sports program ever staged upon the North American continent, with one exception only, the World Olympics at Los Angeles in 1932. The Exposition is defraying the expenses of champion athletes from participating nations. This insures the pick of the field and brought the endorsement of the National Amateur Athletic Union, the American Automobile Association, the United States Football Association and other recognized amateur organizations.

The sports program is elaborate and runs the gamut from footracing to inter-sectional intercollegiate football classics. The program begins July 15 and closes with the last day of the Exposition, October 31.

Social events cover a varied program and activities with unlimited ramifications. Individual days have been set aside for honoring states, cities and leading societies. Special attention will be given to children and once again the youth of schools and colleges will have their days at the fair. The railroads have been generous in providing low rates for school children, and it is the hope and desire of the Exposition management that not less than 500,000 school children of Texas, Oklahoma, New Mexico, Arkansas and Louisiana will take advantage of the opportunity to spend at least one day in Pan America. Every attention will be given the school children when once they arrive, which includes proper housing and feeding, efficient guide service and ample police protection.

The Exposition will be open and ready June 12. Surely it will be the United States' greatest offering of 1937. *The world is invited.*

### Headliners

(Continued from Page 48)

director of the Independent Petroleum Company of America; director of the Mid-Continent Oil and Gas Association, and director of the Texas Petroleum Council.

Mr. Smith is a member of the Methodist Church. He is married and has one son, Ernest LaFayette Smith, Jr. His chief hobby is golf. He is also a member of the Dallas Country Club, Brook Hollow Golf Club, Mexia Country Club and the Dallas Petroleum Club.

Mr. McCarty has had multiple-success

in civic work and has long been one of the "pillars" of the West Texas Chamber of Commerce. An attorney, Mr. McCarty was reared at Granger, Williamson County. He was graduated from Baylor University in Waco, took academic post-graduate work at the University of Texas, and also received his law degree from the university.

He formerly resided in San Angelo, where he was a practicing attorney. In San Angelo he was also county attorney of Tom Green County, district attorney of the Fifty-first District. In 1922 he moved to Eastland.

Confining his practice to civil law, Mr. McCarty has not held public office since moving to Eastland, except for serving as a member of the board of the Eastland Independent School District. He has been a school trustee seven years.

Mr. McCarty was formerly a member of the state Democratic executive committee. In 1932 he was the Democratic presidential elector from the Seventeenth Congressional District and a member of the district campaign committee.

He has been a local director of the West Texas Chamber of Commerce five years and a district director two years. At the Amarillo convention in 1936 he was elected first vice president and at the Brownwood convention in May he was elected president.

A director of the Eastland Chamber of Commerce for five years, Mr. McCarty is now president of the organization. He is also a director of the Eastland National Bank.

He is the father of two children, Milburn McCarty, Jr., a member of the editorial staff of the *New Yorker* magazine, and Mrs. Dan Latimer of Paris, Texas. Mrs. McCarty died last year.

### Lumber Industry Reflects Stability

Activity in the lumber industry during April showed no marked changes either in comparison with the preceding month or the corresponding month last year, according to the University of Texas Bureau of Business Research.

sociation show average weekly production per unit of 343,315 board feet, an increase of 10.4 per cent over April last year and a gain of 5.8 per cent over March. Average weekly shipments per unit, 316,309 board feet, were down 8.2 per cent from April last year, but were 2.4 per cent above the preceding month. Virtually no change occurred in average unfilled orders per unit compared with April 30, 1936.

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*Wholesale  
and  
Retail  
Homefurnishings*

## Fakes has territory larger than area of Old German Empire

The German Empire in the heyday of Kaiser Wilhelm was not as large as the territory served by Fakes & Company. This territory extends from Shreveport to El Paso and from Del Rio into Oklahoma. Within that area, Fakes & Company's red trucks are a familiar sight, delivering furniture of every description to thousands of city, suburban and rural homes.

*Furnishing*

*Texas*

*Homes*

*since*

*1876*

*Decorative service available  
to dealers in small towns*

It is not necessary for furniture dealers within the trade territory of Fakes & Company to carry large stocks. They are free to avail themselves of one of the largest stocks in the South, and staff decorators of Fakes are ready to assist, without charge, in developing decorative plans for these dealers.

Fakes & Company traveling salesmen are on the road the year 'round.

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**will do the job at  
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**W**ITH V-8 engines in two sizes, the Ford V-8 Truck offers new efficiency in handling the work—new economy when you figure the costs.

If yours is a job of heavy hauling, you can handle it faster, easier and at less cost with the improved 85 H. P. Ford V-8 truck engine.

For light jobs, the 60 H. P. Ford V-8 engine gives splendid performance with gasoline economy running many extra miles to the gallon.

With either engine you get an added economy which is available only to Ford V-8 owners. For the Ford Engine Exchange Plan allows an old

engine in any Ford V-8 unit to be replaced with a factory-reconditioned engine—for much less than the cost of an ordinary engine overhaul!

In addition, Ford dealers offer a wide variety of body types built to Ford's own standards of lasting quality.

Discuss your hauling needs with your Ford dealer today. Let him help you select the chassis, engine and body best suited to handle your loads. Then, let an "on-the-job" test show you how much better and at how much less cost you can do your hauling with modern V-8 power.

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**TWO V-8 ENGINES**—85 H. P. for heavy duty and high speed work; 60 H. P. for light duty and house to house deliveries.

**ENGINE AND PARTS EXCHANGE PLAN**—factory reconditioning of the cylinder assembly and many other parts cuts Ford maintenance to the bone.

**CENTRI-FORCE CLUTCH**—plate pressure increases with engine speed.

**FULL TORQUE-TUBE DRIVE**—Driving and braking forces transmitted by the

torque-tube and radius rods. Springs are free shackled for load carrying only.

**RADIUS RODS**—hold axles in perfect alignment, permitting the use of dependable direct action steel brake rods.

**FULL-FLOATING REAR AXLE**—All weight is carried by the axle housing. Straddle mounted pinion gear.

**QUICK-ACTION SAFETY BRAKES**—Brake drums of cast alloy iron are practically score proof. Lining area 350 sq. in., plus 120.75 sq. in. for hand brake.



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